FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XII. No. 9 TORONTO, CANADA January, 1916

The New Year

1915 is numbered with its predecessors and we firmly believe that it has taken for its company the thousand and one varieties of anxiety and uncertainty which have beset the business men of our country since the outbreak of the European war.

Judicious caution is in evidence, as it always should be, but the brand of unreasoning pessimism and paralyzing anxiety, which hovered about so many merchants, has removed itself for good.

That "two-in-one" crop of the Prairie provinces has stiffened the business fabric of both the East and the West. The East had good crops too, at good prices, and the manufacturing centres are literally hives of industry, not only on orders for war material, but on orders for the regular lines of goods, which is the most reassuring feature of the whole trade revival.

Our sales during the two-month period of November and December, 1915, were better than in the corresponding period of any other year in our history.

A feature of our correspondence since the New Year has been the number of letters we have had from dealers, informing us of the splendid sales of cameras they had during December. Many dealers had practically cleared their stocks and had to wire or phone for more cameras. The Christmas demand for cameras is a good omen for 1916, and that demand is by no means dead, though it will need a constant stimulus to show results right along.

Statistics are dry reading, but we quote a few worth-while figures, which should hearten the most down-cast citizen. Current figures are maintaining the same relatively high mark:

Savings deposits in October, $710,336,000. Previous record, $693,339,000.

First internal loan of Dominion, $50,000,000. Oversubscribed by $60,000,000.

Wheat crop in Western Provinces, 341,585,000 bushels. Previous record, 200,000,000 bushels.

Canadian exports in October, $84,102,000. Previous record, for any month, $60,402,000.

November bank clearings at Winnipeg, $242,030,654. Previous record, $209,574,750.

C.P.R. net earnings in October, $6,579,434. Previous record for any month, $5,602,858.

Dominion Government revenue for November, $17,072,456—largest total for one month in the country's history.

Yes! 1916 comes in under a good omen, and it will prove up all right for the man who believes in himself and in Canada.

Inventory

The rush and hustle of the holiday season is over and all of us find ourselves facing the possibilities and probabilities of the new year. The stock inventory is the next big step to determine just where you stand, and it is one of the most important phases of your business; the starting point for a renewed effort.

In taking stock this year, spend the time necessary to satisfy yourself that every camera you have is in perfect condition; that the shutter is working perfectly and everything is just as you would like to have it if you were buying the camera. Now is the time to locate all these defects, if there be any, and send the cameras in need of repairs, to us for adjustment. Our repair department is so organized that we are able to handle this work promptly and efficiently.

It is to our mutual advantage to keep the amateur thoroughly pleased with the results of his work, and if a customer's films show the effect of light leakage, suggest that repairs be made in order to improve the quality of his work.

It is these little trifles that help in the balance sheet of the year, and none of us are so prosperous that we cannot indulge in them, when the opportunity presents itself.

The Kodak Salesman

It is to our mutual interest that the mailing list for The Kodak Salesman be kept up to date.

Please give us the names of any salesmen receiving this publication who have left your employ so that we may remove their names from the list, and at the same time send us the names and addresses of any new employees you wish to have receive The Kodak Salesman.

Claims

It is no wonder losses occur through breakage, when you think of the treatment that is meted out to express and freight packages while in transit. We have been packing goods for years and it is to our interest to do this just as well as it can be done. Nevertheless breakages do sometimes occur. Strictly speaking goods shipped on your order, are your property after we obtain the carrier's receipt in good order, and any damage or shortage should be claimed by you from the railroad or express company. We have, however, in every

case of loss offered to handle the claim for you as a matter of courtesy. *We cannot do this without your co-operation in reporting immediately any loss or damage, to your freight or express agent, as the case may be.* He can then make his report and note on the receipt that he has inspected the shipment.

Recently we have had one or two claims for shortage or breakage (concealed loss) rejected by the railroad and express companies because the consignees in each case failed to call in a representative of the carrier as soon as the damage was discovered.

Please remember that we are handling these claims for you and need your co-operation, and it is only because we are looking out for your interests, that we ask you to assist us in doing so.

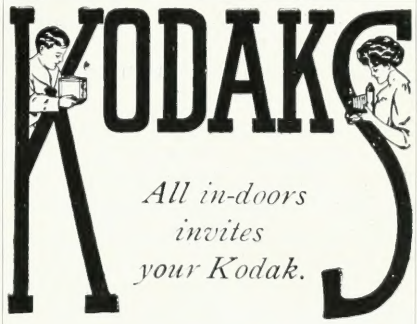
Are You on the List?

We have an axe to grind. Our reason for wanting you to take advantage of the instruction the Educational Department can give you, is that it will help your finishing department in serving its customers, and thereby help the photographic business. The service of this department is free to every Kodak dealer, or his accredited employees; the materials used in the course of instruction are free and the services of our experts are free. There is no limit to the time required for the work, and no expenses involved except traveling expenses in coming to Rochester and living expenses of the student while in attendance.

If you have not already enrolled now is a good time to do it before the accommodations reach their limit. Write us for particulars.

Terms of Sale

Herewith we send a copy of the new edition of our Terms of Sale. Dealers should read them carefully, comparing with the preceding edition, the chief points of difference being the addition of the Kodak Amateur Printer and Graflex Film. Please make your assistants familiar with the Terms of Sale, which deal with the sale of the Kodak goods.



With Eastman Flash Sheets and a Kodak Flash Sheet Holder to supplement daylight and a Kodak Portrait Attachment for intimate home portraits, the countless picture possibilities of your own home may be realized to the full.

Our stock of Kodak helps is complete.

RICHARD ROE & CO.

Single Column Cut No. 331-B.
Double Column Cut No. 331-A.

Another Autographic Convenience

The more we look into the features of Autographic Kodakery the wider the field becomes, and we intend to be there in adding to its extension.

It frequently happens that the amateur desires to make a picture of some friend or celebrity, duly autographed, and to produce the prints in a hurry. Or an engineer in the field, or a building contractor is called upon for photographic evidence "rush."

Of course he could take a six or twelve exposure roll, make the one or two negatives desired, and sacrifice the balance of the roll.

We feel that this would be placing the burden unjustly and so to meet such occasions we are now prepared to supply Autographic N. C. Film in two exposure rolls in the following sizes:

Two-Exposure Autographic Film Per Roll

No. A 120, for 2¼ x 3¼ pictures...	$ .10
No. A 116, for 2½ x 4¼ pictures...	.12
No. A 118, for 3¼ x 4¼ pictures...	.15
No. A 122, for 3¼ x 5½ pictures...	.20

Trade Discount, 25 and 10%.

Chemical Prices

Hydrochinon—Effective January 4th, 1916, Hydrochinon has been billed at six times the original list prices, making pound cans list at $8.40. Discount is reduced to 33 1-3%.

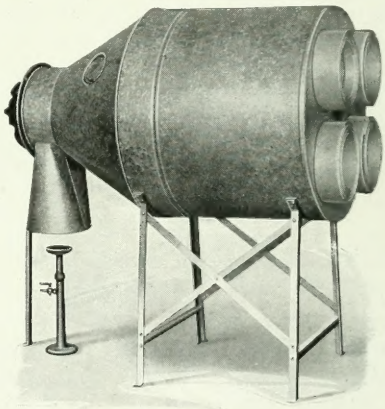
Potassium Bromide—Effective December 15th, 1915, list price was raised to twelve times the original list, making ounces list at $1.44. Discount 25%.

Citric Acid—Effective December 15th, 1915, list price reduced from 100% advance to 50% advance on original list, making ¼ pound lots list at 53c. Discount 25%.

No. 5 Majestic Print Dryer

This new Dryer has a capacity of five rolls, one 11 inches and four 6 inches.

The larger roll is especially adapted for drying 6½ x 8½ and larger prints. Of course it will handle smaller prints just as well, but the



better practice is to use the 6 inch rolls for the smaller prints.

The No. 5 Majestic Print Dryer has a capacity of 600 prints, varying from 2¼ x 3¼ up to 5 x 7. Orders should specify whether the Dryer is to be used with Alternating or Direct Current and what sort of Gas—natural or artificial.

The Price

No. 5 Majestic Print Dryer, with five drying rolls, complete.....	$60.00
Extra Dryer Rolls—11 inch.....	2.00
Extra Dryer Rolls— 6 inch.....	1.50
Extra Muslin Faced Blotters, for 11 inch rolls.....	1.40
Extra Muslin Faced Blotters, for 6 inch rolls.....	1.00

Trade Discount, 25%.

Safeguard the Future

It is quite the natural thing for a photographic dealer to foster his film sales by keeping his stock fresh and up to the proper quantity always. He takes such protective measures because film constitutes the leading item of the line in point of quick turnover with healthy profit. But the most obvious and the most natural thing to do is to use every means available to safeguard the existence of his present profitable trade and to increase its volume.

Not every dealer realizes to the full that the ups and downs of his film sales are determined by the ups and downs of his camera sales. These two are in absolute sympathy, and naturally so, because that's the deliberately planned scheme of their existence.

Coming down is everlastingly easier than going up, and years of experience with hundreds of dealer-accounts has proved to us that it is much easier for a dealer to keep his camera sales on the up-grade than to raise them after they have slid down hill.

We rarely spend large sums of money on advertising film itself, but we do spend thousands upon thousands of dollars to advertise Amateur Photography and our cameras. The reason is plain.

Watch your camera sales and keep them always "up." At the start of a new twelve-month, it is wise to plan your program so as to allow for ample pushing of and concentration on camera sales, for they control the existence of your film sales.

So then, whether it be Kodaks, or Brownies, or Premos, let 1916 see your best planned and most determined efforts to sell cameras.

Some Timely Hints

Contrasty Velvet Velox meets a long felt want and meets it adequately. Let your customers know about this new paper, for everyone has at some time made negatives that will yield brilliant prints on Contrasty Velox, though they ask too much of any other paper.

Premoette Jrs. with Kodak Anastigmat Lens are worthy of special attention because there are many amateurs who would appreciate the K. A. advantage on a compact, practical little camera like the Premoette Jr. Push Carry Cases too for these cameras.

Kodak Magnesium Ribbon Holders are sure to sell if you push them as aids to accurate printing.

Flash Specialties also will show a good response to steady pushing at this season. Make the most of the Kodak Flash Sheet Holder, which simplifies so greatly the actual flash exposing. "By Flashlight" will help you start the amateur in this line of work, as will the Kodak Portrait Attachment, and "At Home With the Kodak."

To enterprising dealers who plan to keep pushing constantly, we suggest the use of a letter on Winter Photography, with which a copy of the Kodak or Premo Winter booklets may profitably be sent. Any reasonable quantity of any of the booklets named will be supplied with your imprint, *on request.*

By the way, the February number of "Kodakery," published January 20th, carries some specially good pointers on Winter Photography. Be sure to read the articles in that number and cash in on the suggestions given direct *to your customers,* for we publish "Kodakery" to benefit your sales.

For Service and Profit

Always and without ceasing, we have urged Kodak dealers to extend the fullest service by finishing under their own supervision the exposed rolls of film brought in by the amateur. It is a point of service that counts heavily in sustaining the interest and enthusiasm of the consumer, for good results insure his satisfaction and constant use of his camera.

As a matter of service alone, a Finishing Department would be a most desirable adjunct to your Kodak Department, but it is all the more desirable when you consider the large profits that can be made from doing good work at the good prices the amateur is ever ready to pay for high class results from his exposures.

A good Finishing Department is a wonderful producer of cash sales in lengthy strips, and many a Kodak dealer has found that his receipts from developing and printing for the amateur will pay the bulk of the fixed charges of his store, many others make the Finishing Department pay the rent and more.

Where there's a will there's always a way, and now's the time to consider the matter more carefully than ever you did before. Perhaps, there's a room or two from which you derive no revenue, but could easily be converted into a Finishing Department, a source of profit. The equipment needed is not elaborate or costly, and quickly pays for itself. We shall be glad to give all the help we can in the way of information and suggestions for fitting up such a Department.

There's a homely old proverb to the effect that the eye of the master fattens the horse, and that sentiment applies most aptly to this question of Amateur Finishing. It is the dealer's personal supervision and interest that insure satisfaction to the amateur, for there's finishing and finishing, just as there are finishers and finishers.

To ensure a steady, satisfactory volume of work, many dealers, in the large centres, take in work from other photographic stores on a profitable commission basis. That's a most feasible plan, especially where a finisher has a reputation for producing high-class work.

Our interest in your Finishing Department is always most sincere, for we want to ensure satisfaction to the users of our cameras, as well as to have you derive the greatest possible profit from handling our line. We do not solicit this work ourselves, and we use every means to guide it into the hands of our dealers, to whom it properly belongs.

One of the most effective "hits" we ever made in producing advertising matter was

"The Kodak on the Farm,"

a booklet which caught the fancy of our dealers and of the public. It showed splendid results to those who used it properly. We have a limited number of the last edition on hand which we are willing to furnish to those dealers who are willing to make a systematic effort to carry the message of "Kodakery" into the farm homes during the next few months when the farmer really has most leisure. Booklets will be supplied with your imprint as usual.

Dark Room Illumination

The illumination of your dark-room is deserving of greater attention than is usually accorded to it, and with the advent of modern Rapid Films and Plates a Safelight Lamp giving the maximum of illumination and of relative safety should by all means be installed. Any light will cause fog, of course, if sufficient exposure to it takes place, but by the use of ordinary care, and avoiding unduly frequent and prolonged examination during development, quite a bright light is permissible provided it is of a proper character.

Such a light is that provided by the Wratten & Wainwright series of Safelights in conjunction with the improved Wratten Dark Room Lamp. Obviously a light which would be quite safe for Bromide Paper would not be suitable for N. C. Film and accordingly a series of Safelights is issued adapted to various photographic materials.

Series 00—A bright yellow suitable for use with Velox and other D.O.P.

Series 0—A bright orange color suitable for use with Bromide Paper and Lantern Plates.

Series 1—An orange color suitable for use with slow and rapid Plates, provided they are not color sensitive.

Series 2—For extra rapid and orthochromatic Plates and Films which are sensitive to green but not red.

Series 3—A special dark green Safelight for use with red sensitive Panchromatic Plates.

Series 4—A bright green Safelight to use with slow Plates for those unable to use a red light, not safe for orthochromatic Plates or Films.

The improved Wratten Electric Dark Room Lamp is constructed for use with 8 x 10 Safelights and so designed as to work by indirect, reflected light only. A special ventilation system is provided to prevent the Safelight over-heating. Each Lamp is furnished with one Safelight (any series required) and has adapter with nine feet of flexible cord but without bulb. A 16 c.p. carbon lamp or 25 watt Tungsten is recommended.

In addition to above a model designed for gas can also be had at same price.

The Price

Wratten Improved Electric Dark Room Lamp, complete with any specified Safelight, cord and Adapter	$5.00
W. & W. Safelights, 8 x 10, each	1.20

Trade Discount, 25%.

Lost

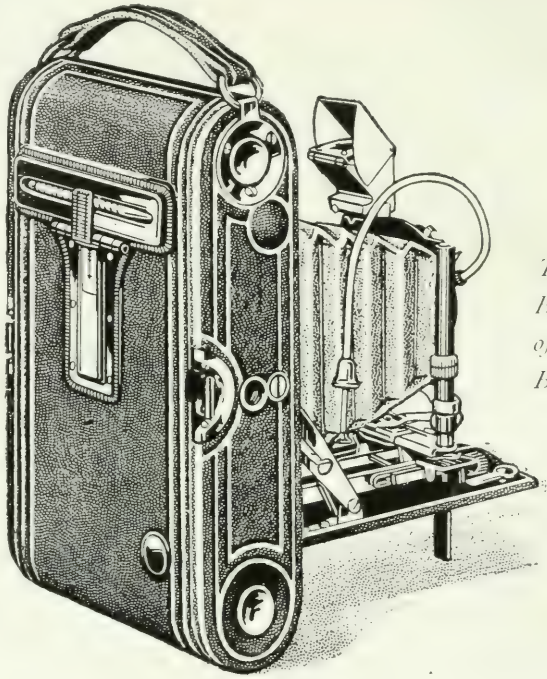
T. N. Sumner, 318 Dundas St., London, Ont., reports that the cameras mentioned below have disappeared from his store recently, and he will appreciate any information regarding any of them.

	Serial No.
No. 2 Folding Autographic Brownie	6871
No. 1 Kodak Junior, R.R. Lens	3092
No. 1A Kodak Junior	13104
No. 1A Folding Pocket Kodak	185561
No. 1A Premoette Jr.	3648

The D. H. Hogg Co., Reg'd, 160 Craig St. West, Montreal, reports the loss of two Cooke Lenses as below. Any information regarding them will be appreciated by the Hogg Co.

	Serial No.
Cooke Anastigmat Series V	27868
Cooke Anastigmat Series IV	13298

The Historian of the Household



The Biographer of the Baby

Keep a Photographic Diary with an Autographic Kodak

Such a pictorial record of the year tells the whole story accurately, conveniently and is a pleasure in the keeping.

The Kodak to tell the story and the Kodak album to keep it are featured in our photographic department.

Let us show you.

RICHARD ROE & COMPANY.

Double Column Cut No. 211-C. Single Column Cut No. 211-D

FOR TRADE CIRCULATION ONLY.

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Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XII. No. 10 TORONTO, CANADA February, 1916

Our Publications for Your Interests

How do you regard the publications that bring to you and your assistants the latest Kodak news month by month? Do you read them through and through, or do you just skim the headings, or don't you read them at all?

None of these publications seeks to be a pepper-pot, full of "ginger" and other "hot stuff" pure and simple, because we doubt the effectiveness of far-fetched ideas and schemes that border on the magical. There's a limit to the amount of "hot-stuff" that any one can absorb. We do try to infuse the warmth of enthusiasm through the articles, combined with plain horse-sense of business.

Reading the *Trade Circular* is not a waste of time, for you must keep posted to be up to the mark at all times. *The Kodak Salesman* reflects the experience of others, not directly in the form in which it is given to us, but in such style as will best impress the points involved on the minds of the readers.

To read, mark, learn and mentally digest the helpful suggestions of both magazines will be highly profitable to you, and see to it that your assistants read their "special" *The Kodak Salesman.* Are their names on the list?

The No. 2A Folding Autographic Brownie

To allow the No. 2A Folding Pocket Brownie to remain just plain Brownie in the face of such a remarkable improvement as the Autographic feature has wrought to the No. 2, would be altogether unfair to this popular little fellow. And so it gives us pleasure to introduce the No. 2A Folding Autographic Brownie.

Comparatively speaking, it is just as compact and efficient, just as simple and dependable as the new No. 2 which was announced in the September, 1915, Kodak Trade Circular. In fact, it is exactly like the No. 2 except in its size and the size of the pictures it makes.

You can see at once there is going to be a big rush to get the new No. 2A in stock before the spring season opens, hence the suggestion that you order *now* and begin the advertising drive that will result in quick sales and increased film consumption.

The No. 2A loads with twelve or six exposure Autographic Film Cartridges and has the Kodak Ball Bearing Shutter working at variable indicated speeds of 1-25, 1-50 and 1-100 of a second, as well as the time and "bulb" actions.

The camera is made of metal, covered with fine imitation leather, bellows of black leather, and nickel and black enamel fittings.

Details: For rectangular pictures, $2\frac{1}{2} \times 4\frac{1}{4}$ inches. Capacity, 12 exposures without reloading. Size of camera, $4\frac{1}{8} \times 3\frac{5}{8} \times 7\frac{7}{8}$ inches. Weight, 25 ounces. Lens, meniscus achromatic, $4\frac{1}{4}$ inch focus. Also supplied with Rapid Rectilinear lens if desired. Shutter, Kodak Ball Bearing equipped with Kodak Autotime Scale. Reversible finder, two tripod sockets, automatic focusing lock, black leather bellows.

PRICES

No. 2A Folding Autographic Brownie, meniscus achromatic lens, and Kodak Ball Bearing shutter,	$ 8.00
Ditto, with Rapid Rectilinear lens,	10.00
Dealers' discount,	32%

Price Reduction on 1A Premoette Jr.

The 1A size of picture is such a popular one and the Premoette Jr. type of camera has been such a splendid seller in the Premo line, that we feel that many more Premoette Jr. No. 1A cameras should be sold this year than ever before.

To give new impetus to the sales of these cameras, we have decided to reduce the list price by $1.00 with each equipment, so that hereafter these cameras will list as follows:

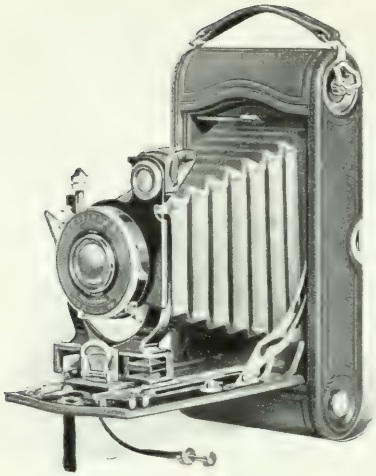
Premoette Jr. No. 1A, with meniscus achromatic lens and Kodak Ball Bearing shutter,	$ 7.00
Ditto, with R. R. lens,	9.00
Ditto, with Kodak Anastigmat lens, *f.7.7*,	14.00
Premoette Jr. No. 1A Special, with compound shutter and Zeiss Kodak Anastigmat lens, *f.6.3*,	40.00
Ditto, with Cooke Kodak Anastigmat lens, *f.6.3*,	31.00

Dealers' discount, 32%.

A Booster for Spring

No. 2A Folding Autographic Brownie

For details see opposite page



No. 3A Autographic Kodak *Special* fitted with Kodak Range Finder

The 3A Autographic Kodak *Special* has always stood for the best in hand camera construction—has always been the last word in camera quality and efficiency. But we were not satisfied to equip it with the best anastigmat lenses, the speediest shutters and give it the finest finish.

Last year we added to its efficiency, the Autographic feature, with its obvious advantages, and now still another innovation—the Kodak Range Finder, to insure correct focusing with the sharp cutting anastigmat lenses used—for distances less than 100 feet (the focusing scale is still retained for the convenience of those who prefer to use it). The Range Finder permits the operator to determine the focus quickly and surely without any of the uncertainty and disappointment that often result from the estimating of distances.

Here is a camera that is unexcelled in equipment and finish and offers selling features that are absolutely unequalled by any other camera, irrespective of price. Every man in the organization is proud to count the new 3A *Special* a product of the Kodak factories, and we hope every dealer will substantiate this with an equivalent in sales effort.

How to Use the Kodak Range Finder

Open the Kodak and pull out the standard to the limit of motion, then lock it by pushing up on the handle. It will then be found that the indicator will come just behind the 100-foot mark over the focusing scale.

As image will appear when Range Finder is racked too far forward

Draw out the milled head at right side of the bed. This is to be used for racking the front back and forth.

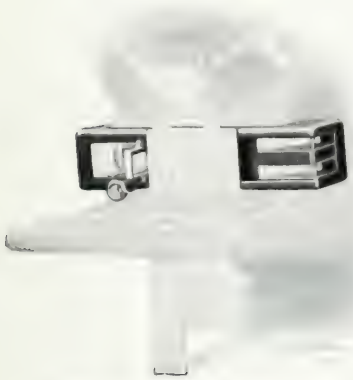
Hold the Kodak in the horizontal position and at such a distance from the eye that the image is seen clearly and sharply in the three mirrors of the Range Finder which is located at the bottom of the standard.

The image is most easily seen by looking with one eye through (not at) the Range Finder, and the eye should be quite close to it.

Select some horizontal line near the center of the subject, such as the collar, hat brim or belt if a portrait, or a window frame or roof of a building, and rack the lens back and forth by means of the milled head, until this line is continuous in the three mirrors of the finder. By racking back and forth the continuity of the line can be broken and mended at will. When the line is continuous, the focus is correct. An easy method for determining the distance when taking a portrait, is to have the

subject hold his hand in the horizontal position across the chest, then focus upon the line formed by the lower part of the hand. The image will appear inverted in the Range Finder, whereas it is right side up in the view finder. The composition of the picture should be roughly determined by using the view finder in the usual manner, then the distance of subject should be found by means of the Range Finder, after which the view finder should again be used in order to make sure that the picture is properly composed. It is obvious, however, that any change in distance from the subject to camera would mean refocusing.

The Kodak Range Finder which at present is supplied only on the No. 3A Autographic Kodak *Special*, is neat and attractive and in perfect harmony with the other appointments of the camera. Heretofore there has been no lack of salable points in favor of the No. 3A *Special*, but this added feature should tend to still greater impress those of your customers of discriminating tastes, and lead to increased sales of this camera.



Showing location of Range Finder on No. 3A Special

As the illustration shows, the Range Finder is built into the standard beneath the shutter and it performs the same functions for the Kodak as do the big range finders for the army and navy.

The Kodak Range Finder becomes a part of the regular equipment of the No. 3A Autographic Kodak *Special* and its addition will advance the list price $3.00. On account of the changes that are necessary in the construction, it will be impossible to equip the No. 3A *Specials* not already supplied, with the Kodak Range Finder.

PRICES

No. 3A Autographic Kodak Special, Zeiss Kodak Anastigmat *f*.6.3 lens, Compound shutter and Kodak Range Finder, .	$66.00
Ditto, with Cooke Kodak Anastigmat, *f*.6.3 lens, ...	49.00
Ditto, with B. & L. Zeiss Tessar Series IIb Anastigmat, *f*.6.3 lens, ...	77.00
Ditto, with Cooke Series IIIA Anastigmat *f*.6.5 lens . . .	72.50

Dealers' discount, 32%.

Silk Bolting Cloth

To eliminate the possibility of mistakes in filling orders, the different grades of silk bolting cloth will hereafter be designated as follows:

No. 1 Fine Mesh
No. 2 Medium Mesh
No. 3 Coarse Mesh

There will be no change in prices.

Orange and Ruby Glass

We are prepared to supply Orange and Ruby glass, size 3½ x 4⅞ inches, for use in the No. 2 Kodak Dark Room Lamp, at 15 cents each. Net.

New Formula

As we are unable to supply Elon or Roylon until further notice, the following formula for Developing-out and Bromide papers, which eliminates Elon and Roylon, will, we believe, be found satisfactory to the consumer:

Water, ...	30 ozs.
Hydrochinon, ...	100 grains
C. K. Co. Sulphite of Soda, .	200 grains
C. K. Co. Carbonate of Soda,	3½ ozs.

Add one drop of 10% solution of Bromide of Potassium to the ounce of the above developer.

Use at a temperature of from 68 to 70 degrees.

Carrying Case for 2A Folding Autographic Brownie

Made of fine imitation leather, with leather shoulder strap for carrying. Order carry cases when placing orders for these new cameras. That's the time to sell carry cases—when you sell the cameras.

THE PRICE

Carry Case for No. 2A Folding Autographic Brownie, ... $ .90

Trade Discount, 30%.

There should be a Kodak in every home, especially the farm homes, for photography will bring the farmer both pleasure and profit.

"The Kodak on the Farm"

will give effectiveness to your spring campaign, for it shows most clearly the fitness of picture-taking on the farm. And the farmer is able to buy whatever you convince him he should have.

Chemicals Advanced

Aristo Single Toner and *Aristo Platinum Solution*: We were forced to raise the prices on these goods to double the original figures. New prices are:

No. 1 Size of each	$1.00
No. 2 Size of each	2.00

Discount, 25%.

Nepera Solution and *N. A. Velox Liquid Developer* in five gallon jugs, prices advanced to one and three-quarter times original list, as below:

Velox N. A. Developer, 5 gal. jugs	$17.50
Nepera Solution, 5 gal. jugs .	15.75

Discount, 25%.

Suspended

Nepera Developing Agent—we have been forced to suspend the supply of this indefinitely.

Amateur Delivery Envelopes

Increased cost of stock forces an advance of prices to the figures following:

	Per 100	Per 1000
No. 1.....	$ .60	$5.25
No. 2.....	.70	5.75
No. 3.....	.80	7.00

These prices are Net, covering envelopes unprinted. For imprinting dealers' own "Copy," Net prices are:

	Per 1000
5,000 lots.....	$1.00
10,000 lots.....	.75

With standard imprint, plus dealer's name, etc., Net prices are:

	Order for 1000	Order for 2000	Order for 3000
No. 1, per 1,000	$7.75	$7.25	$6.75
No. 2, per 1,000	8.25	7.75	7.25
No. 3, per 1,000	9.50	9.00	8.50

No. 5 Majestic Print Dryer

Above is the correct illustration of the No. 5 Majestic Print Dryer, that given on page 4 of January *Trade Circular*, showing only 4 holes instead of 5. Price is $60.00, less discount of 25%.

Increased Sales

The sales of supplies may be very materially increased, if your clerks and salesmen take advantage of the opportunities offered in Kodakery. There is a lot of difference to you and to us, between a Kodak that is idle and one that is kept busy. The purpose of Kodakery is to both create and keep up an interest in photography.

Of course, every one of your clerks knows that Kodakery is sent free for one year to every purchaser of a Kodak, Brownie, Graflex or Premo camera. The subscription blanks are in every manual accompanying the camera, and in order to make sure the customer is not missing something, instruct your clerks to fill out the subscription blank right there on the spot, and send it to us. That will insure Kodakery 100% circulation among those buying new cameras of our manufacture. Kodakery will give your customer twelve forcible reminders that there are everywhere subjects worth photographing, and how to handle them in order to get them right photographically. That alone is our motive in urging you to impress upon your clerks the importance of talking Kodakery as an incentive to sales promotion.

More Prints Ordered

A grand little business-getter is the *Kodak Negative Illuminator*, which has justified its existence in many stores by the increased volume of printing and enlarging orders it has produced.

The point of vantage is that you and your assistants are enabled to show the customer the full possibilities of his negatives by means of a soft, full light, transmitted through the film, and, of course, the more the customer appreciates what's in his negatives, the more prints he'll want.

At the price of $2.25 there's no profit for us, but it's an aid to greater profits for you.

Your order should specify the voltage of current used in your store.

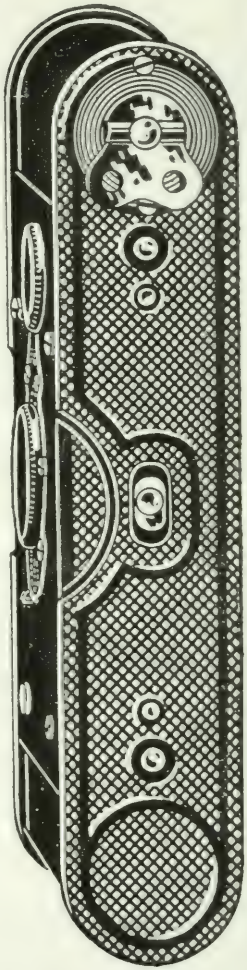
Booklets

supplied with your imprint, *on request*, to help out your campaign:

"At Home with the Kodak."
"By Flashlight"
Velox and Tank Books.

The Vest Pocket Autographic Kodak

This is the actual size



This is the size of the picture it takes.

And this is the price—$7.00

No wonder we are featuring it in our photographic department.

RICHARD ROE & COMPANY

Cut No. 292H

FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XII. No. 11 TORONTO, CANADA March, 1916

THE KODAK RANGE FINDER

Accuracy Without Complications

The faster the lens, or, in other words, the larger the stop opening, the greater is the necessity for accurate focusing.

The larger the camera, or, to be more scientifically correct, the greater the length of focus of the lens, the greater is the necessity for accurate focusing.

The No. 3A Autographic Kodak *Special* provides larger stop openings, and has longer focus lenses than any other member of the Kodak family. The very elements that make it a superior camera, that fit it for snap-shots on gray days and for pictures of good size, call for greater accuracy in focusing than is required with less efficient cameras.

The Kodak Range Finder provides that accuracy—and without complications. It marks another one of the important steps in advance in Kodak photography; it does away with guess work—means better pictures. It is not an attachment, but is an integral part of the camera itself. And its use is simple:

Select some rather prominent horizontal line on the subject to be photographed and then look into the little three section mirror onto which the range lens projects the image. If you rack the lens back and forth you will notice the line you have selected is not continuous. Sometimes it shows on the middle section as above and sometimes below its normal position. Just turn the thumb-screw slowly until this line is continuous—crosses the three mirrors normally—and there you are. Your Kodak is in correct focus.

Detailed and illustrated instructions are given, of course, in the manual. They were also given very fully in the last month's

edition of the *Kodak Trade Circular*.

Anything that makes picture-taking easy, that does away with the probability of error, or improves photographic quality, means an increase in the army of amateurs. The Kodak Range Finder will make for greater efficiency. There are very many intelligent people, with money to spend and with a fondness for good pictures, who, unfortunately, are very poor judges of distance. The Kodak Range Finder will help them—and will help you in selling 3A *Specials*.

A New Grade of Azo

We have just added to the Azo line a new grade of paper, AA (Carbon). This new grade is similar to grade A (Carbon), but is made only in the double weight with the one degree of contrast (Hard). The prints are warm in tone and very pleasing and especially from negatives of average contrast, the results are highly satisfactory.

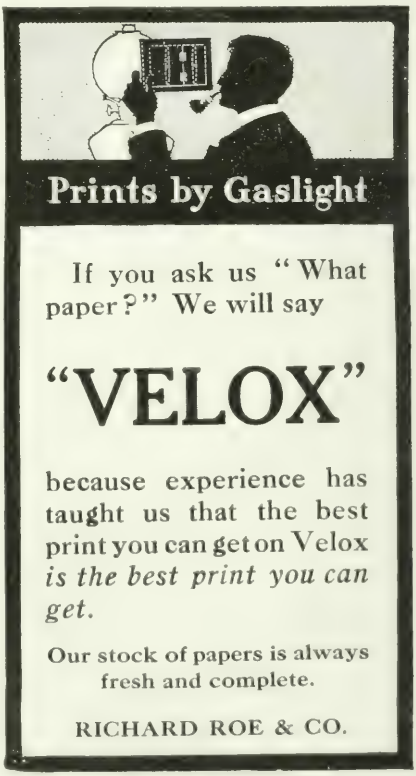
Prices and discounts the same as other grades of double weight Azo.

Someone is Supplying Them

The most progressive dentists are using the X-Ray either with their own equipment, or that of the Roentgenologist, to diagnose deep-seated trouble in the teeth, and the best means for doing this is with Eastman Dental X-Ray Film. There may be right in your locality, dentists or X-Ray physicians who are doing this work and they use quantities of film for the purpose. Why not get your share of this business? Why not acquaint them with the fact that fresh film is at all times obtainable from you?

If you are not now supplying the X-Ray physicians and hospitals within your territory with Seed X-Ray Plates, double your efforts. You need this business and can get it. Seed stands for the best in X-Ray Plates, just as it does in portrait work. Are you supplying their chemical needs?

If you are unsuccessful in selling these doctors, send us their names and addresses and we will help you in every way we can to secure this business.


Prints by Gaslight
If you ask us "What paper?" We will say
"VELOX"
because experience has taught us that the best print you can get on Velox *is the best print you can get.*
Our stock of papers is always fresh and complete.
RICHARD ROE & CO.

Three inch single col. cut No. 335B
Four inch No. 334B
Six inch No. 335B

Keeping Down the Price

In another column we are announcing advances in prices of many items, which advances have been made necessary by the tremendous increase in the cost of raw materials.

Fortunately we have not as yet been forced to advance the prices on such important goods as Kodaks, Brownies, Premos, films, or papers. These goods are costing somewhat more than they did, of course, but economies brought about by the growing volume of the business, economies that would be impossible in smaller units, have enabled us, thus far, to hold the prices down when practically everything else is going up.

The only big item on which we have advanced prices, is glass plates, and on these the advance has been insignificant as compared with the price of glass. Glass costs several times what it did. Plate discounts have been reduced but a trifle in comparison.

In keeping down the price we have not failed to keep up the quality.

Eastman M.-Q. Tubes and Powders

Owing to the continued scarcity of the coal tar developers, due not only to the cutting off of the imports from abroad but also to the fact that the same elements are used in the manufacture of explosives, dealers should urge the use of Pyro and Hydrochinon, bearing in mind that these developers produced good results for years before it became customary to use the coal tar developers.

Shortage of the coal tar developers is likely to continue for some time to come, and the healthy increase in the photographic business does not by any means help the chemical situation. We are therefore obliged to withdraw the quantity discounts on Eastman M. Q. Tubes and M. Q. Powders.

For the present the dealer's discount on M. Q. Tubes will be 33 1-3% regardless of quantity ordered, and 33 1-3% on M. Q. Powders regardless of quantity ordered.

Formula for Developing-Out and Bromide Papers

In the February *Kodak Trade Circular* we published a formula for Developing-out and Bromide Papers, which dispenses with both Elon and Roylon. This developer has worked out very satisfactorily and we are repeating it here, with a slight change in the quantity of Bromide of Potassium to be used.

For Velox, Azo or Eastman Bromide Papers for outdoor exposures and general amateur finishing.

Water,	30 ozs.
Hydrochinon,	100 grs.
Kodak Sulphite of Soda,	200 grs.
Kodak Carbonate of Soda,	3½ ozs.

Dissolve chemicals in the order named.

Add one drop of *saturated solution* of Bromide of Potassium to each 3 *ounces* of the above developer.

In using this developer for *Velox*, the image appears like an over timed print at the beginning of development, but will clear and build up as development proceeds.

Use at a temperature of 68 to 70 degrees.

Advance in Price

Owing to the excessive advance in the cost of material used in the construction of various products that we are offering to the Trade, we are compelled, at this time, to make advances in our selling prices of the items enumerated below; these prices to be in effect March 7th, 1916.

Cameras

	Old List	New List
5 x 7 R. O. C. View Camera,	$12.00	$15.00
6½ x 8½ R. O. C. View Camera,	13.00	17.00
8 x 10 R. O. C. View Camera,	14.00	18.00
5 x 7 Eastman View Camera No. 1,	20.00	22.00
6½ x 8½ Eastman View Camera No. 1,	22.00	25.00
8 x 10 Eastman View Camera No. 1,	25.00	27.00
5 x 7 Eastman View Camera No. 2,	27.00	31.50
6½ x 8½ Eastman View Camera No. 2	30.00	35.00
8 x 10 Eastman View Camera No. 2,	33.00	37.50

No change in dealers' discounts.

Carrying Cases

	Old List	New List
No. 2 Folding Autographic Brownie Carrying Case,	$ .75	$ .90
No. 2A Folding Autographic Brownie Carrying Case,	.90	1.00
No. 1A Autographic Kodak Junior, Do.,	1.50	1.75
No. 1A F. P. K. Carrying Case,	1.50	1.75
No 3A F. P. K. Carrying Case,	2.00	2.25
3¼ x 4¼ Film Premo No. 1 Carrying Case,	1.50	1.75
3¼ x 5½ Film Premo No. 1 Carrying Case,	2.00	2.25
No. 1 Premoette Junior Carrying Case,	1.00	1.25
No. 1A Premoette Junior Carrying Case,	$1.25	$1.50
No. 1 Premoette Junior Special Carrying Case,	1.50	1.75
No. 1A Premoette Junior Special Carrying Case,	1.75	2.00
2½ x 4¼ Premoette Sr. Carrying Case,	1.50	1.75
3¼ x 5½ Premoette Sr. Carrying Case,	2.00	2.25
3¼ x 4¼ Pocket Premo C Carrying Case,	1.75	2.00
3¼ x 5½ Pocket Premo C Carrying Case,	2.00	2.25
3¼ x 4¼ Filmplate Premo Carrying Case,	1.75	2.00
3¼ x 5½ Filmplate Premo Carrying Case,	2.25	2.50
4 x 5 Filmplate Premo Carrying Case,	2.25	2.50
5 x 7 Filmplate Premo Carrying Case,	3.00	3.50
3¼ x 4¼ Filmplate Premo Special Carrying Case,	2.75	3.00
3¼ x 5½ Filmplate Premo Special Carrying Case,	3.00	3.25
4 x 5 Filmplate Premo Special Carrying Case,	3.00	3.25
5 x 7 Filmplate Premo Special Carrying Case,	4.00	4.50

No change in dealers' discounts.

Developing Tanks

	Old List	New List
Brownie Developing Box,	$1.00	$1.25
V. P. Film Tank,	2.50	2.75
V. P. Duplicating Outfit,	1.25	1.40
Brownie Film Tank,	2.50	2.75
Brownie Duplicating Outfit,	1.25	1.40
2½″ Film Tank,	3.50	4.00
2½″ Duplicating Outfit,	1.75	2.00
3½″ Film Tank,	5.00	5.50
3½″ Duplicating Outfit,	2.50	2.75
5″ Film Tank,	6.00	6.50
5″ Duplicating Outfit,	3.00	3.25
7″ Film Tank,	7.50	8.00
7″ Duplicating Outfit,	3.75	4.00
No 1 Premo Tank,	1.25	1.50
No. 2 " "	3.50	4.00
No. 3 " "	4.00	4.50
4 x 5 Plate Tank,	3.50	4.00
5 x 7 " "	4.50	5.00
8 x 10 " "	10.00	12.00

No change in dealers' discounts.

Silk Bolting Cloth

	Old List	New List
No. 1, per yard,	$4.00	$5.00
No. 2, " "	3.50	4.50
No. 3, " "	3.00	4.00
No. 1, per sheet,	1.25	1.60
No. 2, " "	1.13	1.40
No. 3, " "	1.00	1.25

No change in dealers' discounts.

Sundries

	Old List	New List
Flexo Print Roller,	$ .15	$ .20
Premo Film Pack Developing Hangers,	1.00	1.25
Lantern Slide Cover Glass (per dozen) 3¼ x 4,	.30	.35
Lantern Slide Cover Glass, 3¼ x 4 (per case, 1108 lights),	18.00	23.00
Lantern Slide Cover Glass, 3¼ x 3¼ (per dozen)	.27	.32
Lantern Slide Cover Glass, 3¼ x 3¼ (per case, 1363 lights),	18.00	23.00

No change in dealers' discounts.

Ground Glass

	Old List	New List
4 x 5,	$ .15	$ .20
5 x 7,	.20	.25
5 x 8,	.20	.30
6½ x 8½,	.25	.35
8 x 10,	.30	.40

No change in dealers' discounts.

Ruby and Orange Glass

	Old List	New List
3½ x 4⅝,	$ .15	$ .20
4 x 5,	.15	.20
5 x 7,	.20	.25
5 x 8,	.20	.30
6½ x 8½,	.30	.40
7 x 9,	.30	.40
8 x 10,	.35	.45
10 x 12,	.50	.65
11 x 14,	.65	.85

Above prices are strictly net.

Glass Stirring Rod Thermometers

	Old List	New List
Price,	$ .60	$ .75

Eastman Thermometers

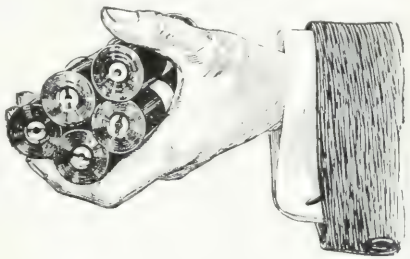
	Old List	New List
Price,	$ .50	$ .65

No change in dealers' discounts.

Eastman Tested Hydrometers

	Old List	New List
Price,	$1.00	$1.25

No change in dealers' discounts.



Your Kodak and our

Finishing Department

are a combination that makes for results.

Every strip of film is developed and every print is made by experts who have the one idea of "results" in mind—just as you have when you click the shutter.

RICHARD ROE & CO.

Single Column Cut No. 271 B
Double Column Cut No. 271 A

From Another Man's Book

Really, I think I have put more time and thought on selling Brownie cameras than on any other item in my store, but results have satisfied me that my time was well invested, for I have to-day a nice, profitable Kodak Department, and I am sure it will keep on growing, inasmuch as I have for years past planted a number of healthy Brownie acorns, so that there's always a bunch of saplings to mature sooner or later into Kodak oaks.

For two or three years my Kodak Department ran itself, then I decided to run it, following a consistent plan of increasing my camera sales, with the natural consequence of increase in the whole photographic department.

I wanted to feature the work of the Brownies in pictures of a kind that would appeal to juveniles, and my first step was to make a collection of such pictures, which I assembled into an album, writing beneath each picture the name of the person by whom and with what Brownie camera it was made. I have a much treasured collection of these albums, running back six or seven years, and those battered books contain the germs of many a profitable Kodak sale made in recent years—of course there were Brownies sold as forerunners.

My assistants were instructed that every youngster who showed an interest in photography was to be the object of special attention, the Brownie album being used to enlighten him as to the possibilities of a camera in his own hands. Believe me, when Allan Harrington saw what Skinny Fisher could do with a No. 2 Brownie, the sale was as good as made, and Allan usually got a better Brownie than Skinny.

Shortly after starting my Album scheme, I gambled—on a dozen No. 2A Brownies at one time. It was early in June, just before the schools closed down for vacation. I gambled, but I did not lose, and I have many times since ordered two dozen of the same cameras at one crack—and sold them.

Of course, youngsters are the limit for asking strange questions, and I thought at one time I'd have to eat lettuce, celery, etc., and nothing else, for they made me nervous and fidgety by their wonderful questions. However, I soon was a rival of Job's in point of patience, just because returns justified my spending the time on the rising generation.

Don't think that the grown-ups were neglected—far from it. The Brownie Albums boosted the sale of Kodaks immediately, for the boys and girls didn't hide their pictures, and the natural inference was that if a Brownie did such good work in the hands of a youngster, with a Kodak, a grown-up could make much better pictures.

Hydrochinon

We are compelled to make a further advance in the price of this chemical, to take effect March 13th, and until further notice, Hydrochinon will be supplied only in 1 oz. cans at 85 cents per ounce, and in ¼ lb. cans at $3.35 per quarter pound.

No change in dealers' discount.

Don't neglect the advertising of your business---it pays to advertise.

Chemicals

Hypo—We can furnish this in barrels of approximately 350 lbs. each, granular form at 3 cents per lb. net, but we do not break barrel lots or supply Hypo in crystal form.

Sodas—Market conditions have forced advances in the prices of Sulphite and Carbonate as below.

C. K. Tested Sodium Sulphite—advance of 3 cents per lb., making present prices:

1 lb. Bottle	$ .35
5 lb. Bottle	1.50
1 lb. Can	.25
5 lb. Can	1.00
25 lb. Can	4.75

C.K. Tested Sodium Carbonate—advance of 2 cents per lb., making present prices:

1 lb. Bottle	$ .22
5 lb. Bottle	1.00
1 lb. Can	.19
5 lb. Can	.75
25 lb. Can	3.50

No change in dealers' discounts.

Nepera Solution—We have been compelled to withdraw this developer from the market in all sizes.

Pyro—Further advances have been made necessary, as follows:

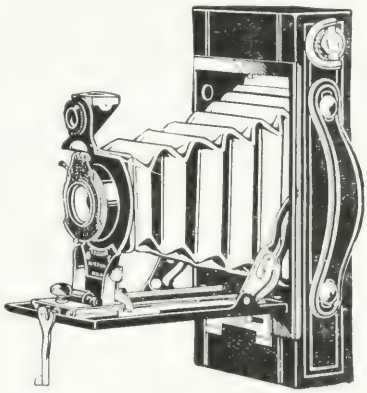
Crystals—50% advance on original list, making 1 lb. Bottles . . . $3.90

Re Sublimed—60% advance over original list, making 1 lb. Cans . 4.16

No change in dealers' discount.

A Mere Bubble

Who would think that anything as harmless as a bubble would cause people to anticipate trouble? It has, however, to the extent that not infrequently, we receive requests to replace anastigmat lenses because they contain bubbles. As a matter of fact the presence of bubbles in optical glass from which anastigmat lenses are made, are unavoidable and in reality just as much a mark of quality as is the Sterling Mark or Hall Mark on silver. Small bubbles, whether single or grouped, do not interfere in any way with either the speed or the definition of the lens, as is proved by actual tests.



The No. 2A Folding Autographic Brownie

(Price with achromatic lens, $8.00 with Rapid Rectilinear lens, $10.00)

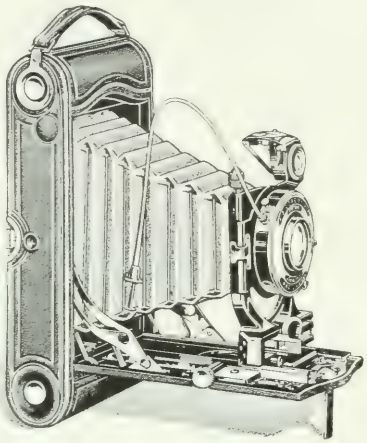
The thinness and compactness of construction—it fits the coat pocket—and the simplicity and ease of operation could only have been secured in Kodak factories by Kodak workmen.

And then it has the autographic feature, heretofore incorporated in Kodaks exclusively.

Has Kodak Ball Bearing shutter with highest speed $\frac{1}{100}$ of a second.

RICHARD ROE AND COMPANY

Single Column Cut 22H
Double Column Cut 22G



The 3$\frac{A}{=}$ Autographic Kodak *Special* with Kodak Range Finder

A brand new feature in photography and a permanent improvement on picture making is the Kodak Range Finder with which the new 3A Autographic Kodak *Special* is equipped. No estimating of distances is necessary. The Range Finder tells you *accurately* what you had to guess at before.

Come in and try out its efficiency for yourself. See by actual trial how swiftly, how surely, it enables you to establish the correct focus.

The other features of this new model 3A Autographic will also interest you. It's shutter, anastigmat lens equipment, autographic attachment—it's quality of finish—will stir the enthusiasm of anyone who has ever held a camera in his hand.

RICHARD ROE & COMPANY

Single Column Cut No. 207 D Double Column Cut No. 207 C.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XII. No. 12 TORONTO, CANADA April, 1916

LOOKING AHEAD

1915 was really a disappointment to some business men, in that the dire things expected did not come to pass. We can stand for plenty of such agreeable disappointments, and there's every indication that 1916 will provide a tremendous surprise for those who expect blue ruin to overtake us all.

The war is putting quite a strain on the commercial life of the country, in the way of new taxes and scarcity of labor, but the purpose in view is worth while, and as good citizens we ought all to do our share and more to enable the Dominion to "carry on" its undertakings.

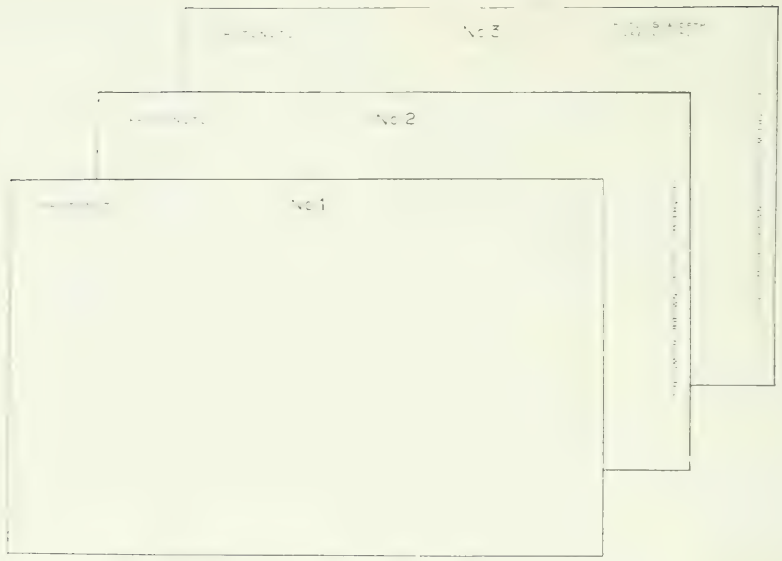
Spring is at hand, and it is opportune for us to say something to our dealers about our plans for 1916. We propose to maintain, or rather to enlarge, our active campaign for business by our widespread general advertising for your benefit, and by supplying you with the most efficient helps we can devise to enable you to connect up your store.

A man who probably knows the Canadian farmer better than anyone else, gives it as his opinion that there would be a camera in every farmer's home if he were made to realize its worth to him in the way of pleasure and of profit.

The farmer can afford to buy pretty well anything he desires. What are you doing to make him realize his need of a camera? The farm is practically untouched territory for "Kodakery," and it will pay you to carry the message into the farm house. Our booklet, "*The Kodak on the Farm*," will render sterling assistance in this effort, but you must direct and guide its use. You can have any reasonable quantity you want, with your imprint, gratis, but please don't throw all the responsibility on the booklet, which is but a tool in your hands.

Kodakery offers splendid value to the farmer in pleasure and profit, and he can be made to realize his need: there's a promise of bountiful returns; will you do your part?

By the way, 1916 so far has been really great for camera sales. Picture taking and picture making is in the very air. Keep pushing!



Photonote

The Photonote is something altogether new and if the prophecies of those who know the post card business may be given credence, this new product will rival the popularity that has so long been enjoyed by the post cards. The Photonote is not a post card, but is intended to be enclosed in an envelope. It is 3¼ x 5⅛ inches and one whole side may be used for the message.

The Photonote is furnished on Grade E Double Weight Azo Stock, in Soft, Hard and Hard X and is packed in two dozen, half-gross, gross, 500 and 5,000 packages.

The above cut shows the three ways Photonotes are furnished. No. 1 is plain, without imprinting. No. 2 shows the one imprint as it will be placed on the right end. No. 3 is like No. 2, but in addition the imprint of your customer may be placed in the position shown. All imprints must be in the positions shown and of one style type.

Be sure to order Photonotes by number and if Nos. 2 or 3 are ordered the imprints plainly printed or typewritten should accompany the order.

No order will be accepted for less than 1,000 when special printing is desired. When ordered in lots of not less than 5,000 printing will be free of charge. In packages of 500, the cost of imprinting will be $1.50 net for the first 1,000 and subsequent lots at 50 cents net per thousand.

List prices and discounts the same as on Azo Post Cards.

KODAKERY

will keep the amateurs coming to you. Will you keep the application forms, duly filled out, coming in to us? Help us to help you.

The Paper Situation

There has been a great deal of uneasiness in the trade of late over the matter of the probability of a shortage of photographic papers. So far as our papers, either developing-out, printing-out, or Bromide, are concerned, there is no more reason for such talk than there was at the beginning of the war. For twenty months now we have been able to supply the trade regularly. We expect to do so continuously. There is surely no danger of a shortage during the present year.

There is a possibility of a shortage in some particular surfaces. The substitution of something approximately the same may be necessary, but if such substitution is necessary, it will be made openly.

This statement is made at this time to prevent that over-purchasing which might mean, in many cases, a stock of paper that had deteriorated on account of age. There is far more danger of loss to dealers and consumers through over-stocking than there is through a shortage of paper. The dealers that keep the freshest stock of paper will come out ahead in the long run.

Not Subject to Cancellation

Everybody knows that manufacturing industries in Great Britain are very badly upset, and that it is impossible to guarantee prompt execution of orders. Add to this the disorganization of ocean shipping and it will readily be seen that we can make no promises as to delivery of goods which have to be obtained from Great Britain. Particularly does this condition apply to Wratten and Wainwright products, the demand for which is mostly for "specials" of one kind or another, rendering it impossible to carry stock here to take care of such orders.

On the ground of the nature of the goods wanted and the difficulty of obtaining delivery, we should not be expected to accept orders for Wratten and Wainwright material subject to cancellation. Dealers will please understand that we shall accept orders for Wratten and Wainwright goods as positive orders, not subject to cancellation, for as soon as we get an order that we can't fill from stock, we at once order in turn from London, and this renders cancellation out of the question. We do our best to ensure prompt shipment, but that is not a feature that anyone can control these days.

Specially for Soldiers

To enable the soldier amateur to make a real close companion of his V.P.K. during his training, we are offering a special carry case, made of extra heavy leather, tan color, to the back of which is strongly sewn a loop-strap, through which his belt may be passed. The Kodak may thus be carried in security, without encroaching on the none too generous tunic pockets.

This case should be ordered in this way: V.P.K. Soldier's Tan Carry Case with Loop for Belt.

Price is $1.50. Trade Discount 30%.

Have the Goods in Stock.

For the Good of the Service

In the course of the year, we do a great deal of repair work, requiring time and patience, for which no charge is made.

Sometimes there is an obvious reason why there should be no charge attached to the work, sometimes there is no good reason further than giving the customer the benefit of the doubt, but still no charge is made. However, when we do work of this character free of charge and prepay the shipment back to the dealer, there should be no charge made to the customer.

Your customers make your business what it is. Don't give them an opportunity to criticise you.

An Important Detail

The little helps are appreciated by the customer. Attention to detail on your part inspires in him a confidence in you that means more business.

Show the customer to whom you sell an Autographic Kodak, just how the film should be cut up so that the record will be on the negative it belongs with. And then (remembering that care like charity begins at home) see to it that the people in your own developing department are similarly informed, and that they use their information.

On vertical pictures the Autographic record is always on the margin next to the foreground,—is at the bottom of the picture. On horizontal pictures it is at the left hand margin of the negative when looked at from the back (the shiny side) and held right side up.

It's a simple detail, worth watching. The little things count.

The Soldier's Training Companion

The Soldier's Kodak (V.P.K.) is giving us some pleasant surprises these days, for the weekly sales figures of these cameras keep jumping and jumping—they are going better right now than at any other time.

In a few weeks the boys will be leaving for the concentration centres to undergo summer training, and before they move, Kodak dealers in towns where soldiers are quartered should make a strong bid for business on the Soldier's Kodak. In fact, every Kodak dealer has a chance, because there is no town or village but what has sent out recruits.

Camp life, in summer particularly, affords opportunities for an infinite variety of interesting pictures. Week-end leave is frequent and on these trips home the soldier will take pictures that will be highly prized. Then many a member of the C.E.F. has used his Kodak to make the people in Canada realize what a good time he had visiting the home of his forbears in the Old Country. The soldier needs his Kodak companion.

You can sell a goodly number of these Kodaks if you give to the soldier the pointed hint that his best companion in training — best for pleasure and profit—is the Soldier's Kodak. We shall be glad to supply those folders that helped so effectually to make the V.P.K. popular among the Soldiers. How many can you use to advantage?

To the Kodak Barracks

The picture above shows the127th Battalion C.E.F. on the march to the barracks at Kodak Heights. This unit is a York Battalion, recruited all over the county and concentrated at Newmarket, Sunday, April 9th. Their march down Yonge St. to Toronto on the Monday, Tuesday and Wednesday following, recalled the famous 1837 rising of William Lyon McKenzie, for there had been no armed men marching down Yonge St. with really serious intent since that time. Incidentally this 30-mile march brought forth a bunch of recruits for the next York County Battalion.

Our Kodak Heights plant is virtually complete externally, but every Kodak dealer knows that it would be folly for us to disorganize our filling of orders by moving at this time. The Battalion needed a barracks, so we finished up Building No. 5 internally, measuring 85 x 280 feet, five storeys high, and for the princely sum of $1.00 well and truly paid in hand, turned it over to Col. Clarke's men till they move to Niagara. The 127th Yorks certainly have barracks *de luxe*, with hot and cold water, all conveniences, elevator service, electric light, steam heat and leak-proof floors.

The officers say that the big floor space will easily allow company drill at all times, regardless of the weather; in fact, they can do a good deal of battalion training indoors. Everything has been done for the comfort and convenience of the men —as it should be.

Work inside the other buildings is progressing steadily, and we hope to be in full use of our new home by the early part of 1917. We shall show you what the completed units of the plant look like from time to time, in the pages of the Trade Circular. In the next issue we expect to show some pictures of military life at Kodak Heights.

Withdrawn

We are withdrawing from the market the goods named below, and as we shall be unable to supply, cannot accept any more orders for them:

Azo B Soft in both S.W. and D.W.

Kodak Velvet Green in S.W., D.W., and Post Cards.

Ferro Prussiate (Blue Print) Post Cards.

Artura Carbon Green in S.W., D.W., and Post Cards.

Standard Bromide C C (Double Weight).

No. 4 Majestic Print Dryer.

Cooke Kodak Lenses for No. 3A Autographic Special Kodak, no further supply being available in this size, though for the other three Specials this equipment may still be had.

Chemicals

Whenever it becomes necessary to advance the prices on certain chemicals, notice is given as promptly as possible in the regular issues of the *Kodak Trade Circular*. It sometimes happens that such changes are necessary shortly after the *Trade Circular* comes out, and in that case there is a delay of nearly a month before the next issue is out.

We trust that dealers will understand, at this time, chemical prices are subject to change without notice.

Pyro

Increased cost forced price advances, effective March 31st, as below:

	Crystals	Resublimed
1 oz. Container	$ .40	$ .45
¼ lb. Container	1.40	1.55
½ lb. Container	2.60	2.85
1 lb. Container	5.00	5.50

Trade Discount.....33⅓%
Lots of 100 ozs. assorted..40%

Price adjustments as below went into effect March 23rd:

Citric Acid

1 oz. bottle	$ .21
¼ lb. bottle	.50
½ lb. bottle	.95
1 lb. bottle	1.75

Trade Discount 25%.

Powdered Alum

1 lb. carton	$ .50
5 lb. can	2.40

Trade Discount 33⅓%.

Potassium Bromide

1 oz. can	$ .75
¼ lb. can	2.75
½ lb. can	5.25
1 lb. can	10.00

Trade Discount 25%.

Potassium Iodide

1 oz. bottle	$ .80
¼ lb. bottle	3.00
½ lb. bottle	5.75
1 lb. bottle	11.00

Trade Discount 25%.

Trays

Increased cost forced advances as below:

Bull's Eye Trays

Effective April 1st—

Size	New List Prices
3 x 8	$ .30
4 x 6	.20
4½ x 14	.60
5 x 8	.35
7 x 9	.50
8 x 10	.65

Trade Discount unchanged.

In lots of 100 of one size, the following *net* prices apply:—

4 x 6	$10.00
5 x 8	20.00
7 x 9	30.00
8 x 10	40.00

Maple Leaf Trays

Effective April 4th—

Size	New List Prices
4 x 5	$ .55
4 x 6	.65
5 x 7	.90
7 x 9	1.25
8 x 10	1.50
11 x 14	3.25
14 x 17	5.25
16 x 20	6.30
20 x 24	11.25

Trade Discount 40%.

Price Advances in Sundries

Extra Muslin-faced Blotters

For use with the Majestic Print Dryers—

6 inches wide	$1.60
7 and 11 inches wide	2.20

Trade Discount 25%

Extra Dryer Rolls for Majestic Print Dryers

6 inches wide	$1.75
7 inches wide	2.00
11 inches wide	2.25

Trade Discount 25%

Eastman Hard Rubber Print Paddles

Per dozen .$4.50

Trade Discount 33⅓%

Eastman Hard Rubber Stirring Rods

Per dozen .$2.50

Trade Discount 33⅓%.

Kodak Amateur Printer

Kodak Amateur Printer.....$6.00

Trade Discount 25%.

Carry Case for No. 1 Autographic Special

List price advanced from $2.50 to $2.75.

Trade Discount 30%.

Bulbs and Tubes

List price unchanged. Trade Discount reduced from 50% to 25%. Quantity Discounts cancelled.

Blotting Paper

20x 24, per dozen sheets	$ .80
Rolls 10 feet by 20 inches	.40

Trade Discount 25%.

Eastman Photo Blotter Books

New List Price.....$ .40

Trade Discount 33⅓%.

Mounts

We are forced to make some changes, and those as listed below will go into effect at once:

Lagoon, White, Grey and Jet Black

For Photos	Per 100	Per 100	Per 50
2 x 2	$ 7.00	$ .75	$ .45
2 x 3	8.25	.95	.50
2½ x 4¼	10.40	1.15	.60
3½ x 3½	10.40	1.15	.60
3¼ x 4¼	12.75	1.45	.75
3½ x 5	15.00	1.65	.80
4 x 5	13.50	1.50	.75
4¼ x 6½	21.00	2.30	1.15
5 x 7	22.50	2.50	1.25

Glencairn and Ridgeway

2½ x 3¼	$20.00	$2.20	$1.15
2½ x 4¼	22.00	2.40	1.25
3¼ x 4¼	25.00	2.65	1.35
3½ x 5½	27.50	3.00	1.60
4 x 5	30.00	3.25	1.70

Rivera

2¼ x 3¼	$11.00	$1.20	$ .65
2½ x 4¼	13.00	1.50	.80
3½ x 3½	11.50	1.25	.70
3¼ x 4¼	13.75	1.55	.85
3¼ x 5½	19.00	2.10	1.10
4 x 5	20.00	2.20	1.15
4¼ x 6½	22.50	2.40	1.25
5 x 7	23.50	2.50	1.30

Drimount

Number	For Prints	Per doz.	Per 100
A,	3¼x 5½	$ .35	$2.35
B,	4¼x 6½	.35	2.40
C,	5 x 7	.35	2.40
D,	6½x 8½	.45	3.25
E,	6 x10	.45	3.25
F,	8 x10	.55	4.15
		Per ½ Doz.	
G,	10 x12	.45	$6.00
H,	8 x14	.45	6.00
J,	11 x14	.60	8.25
		Per Doz.	
K,	5 x 8½	.35	2.65

Inslip Enlargement Mount

No.	For Prints	Per Doz.	Per 100
A,	3¼x 5½	$ .70	$4.50
B,	4¼x 6½	.70	4.75
C,	5 x 7	.70	4.75
D,	6½x 8½	.85	6.50
E,	6 x10	.85	6.50
F,	8 x10	1.05	8.25
		Per ½ Doz.	
G,	10 x12	1.05	12.00
H,	8 x14	1.05	12.00
J,	11 x14	1.40	16.50
		Per Doz.	
K,	5 x 8½	.75	5.30

View Mount

For Photos	Per 1000	Per 100	Per 50
1⅝ x 2½	$ 5.15	$ .60	$ .35
2½ x 3½	7.00	.75	.40
2½ x 4¼	8.50	1.00	.55
3½ x 3½	8.50	1.00	.55
3¼ x 4¼	10.50	1.20	.65
3¼ x 5½	12.50	1.35	.70
4 x 5	11.25	1.25	.65
4¼ x 6½	17.00	1.85	.90
5 x 7	19.00	2.10	1.10
2½ x 7	12.00	1.30	.70
3¼ x 12	21.00	2.35	1.25

Riverview

2¼ x 3¼	$15.50	$1.65	$ .85
2½ x 4¼	17.00	1.80	.95
3½ x 3½	17.50	1.90	1.00
3¼ x 4¼	18.50	2.00	1.05
3¼ x 5½	20.00	2.20	1.15
4 x 5	20.00	2.25	1.20

Remington

No.	For Photos	Per 50	Per Doz.
391	5 x 7	$1.80	$ .55
392	6½x 8½	2.75	.75
393	8 x10	3.25	.85
394	6 x10	3.25	.85

Vista

For Photos	Per 50	Per Doz.
5 x 7	$1.50	$ .50
6½x 8½	2.00	.70
8 x10	2.25	.80

Hillcrest

No.	For Photos	Per 50	Per Doz.
361	5 x 7	$1.50	$ .45
362	6½x 8½	2.00	.55
363	8 x10	2.20	.65

Aquatic

Discontinued.

Stereo Mounts

Size of Mount	Per 1000	Per 100	Per 50
3½x7	$8.50	$ .70	$ .40

Military Mount

One size for Prints 3¼ x 5½ inches.
Per package of 100 ..... $3.50
Per package of 50 ..... 1.90

Army Mount

One size for Prints 3¼ x 5½ inches.
Per package of 100 ..... $3.75
Per package of 50 ..... 2.00
No change in discount.

Albums

We are forced to make some changes, and the following prices will be effective at once:

Forum

A, 25 black leaves, 5½x 7	$ .50
B, 25 black leaves, 7 x10	.70
C, 25 black leaves, 10 x 7	.70
D, 25 black leaves, 11 x14	1.85
E, 50 black leaves, 5½x 7	.70
F, 50 black leaves, 7 x10	1.10
G, 50 black leaves, 10 x 7	1.10
H, 50 black leaves, 11 x14	2.20
N, 25 sepia leaves, 5½x 7	.50
O, 25 sepia leaves, 7 x10	.70
P, 25 sepia leaves, 10 x 7	.70
R, 25 sepia leaves, 11 x14	1.85

Frontenac

Size	
5 x 7, 50 leaves	$1.40
7 x 10, 50 leaves	2.10
11 x 14, 50 leaves	4.00

Artists'

No. 1 Black	$ .30
No. 2 White	.30
No. 3 Sepia	.30
Extra leaves, any color, complete with tissues, pkg. of 5 leaves	.12
No. 4 Black	.40
No. 5 White	.40
No. 6 Sepia	.40
Extra leaves, any color, complete with tissues, pkg. of 5 leaves	.15

(Order by number.)

Apollo

A, 25 leaves, 5x 8	$ .60
B, 25 leaves, 7x11	.90
C, 25 leaves, 9x14	1.75
D, 25 leaves, 10x12	1.70
E, 50 leaves, 5x 8	.90
F, 50 leaves, 7x11	1.30
G, 50 leaves, 9x14	2.25
H, 50 leaves, 10x12	2.10

Arena

Consul

Discontinued.

Tiber

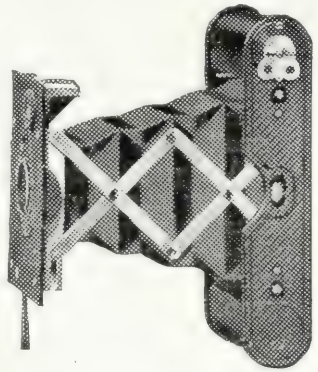
A, 50 leaves, 5x 8	$ .95
B, 50 leaves, 7x11	1.35
C, 50 leaves, 10x12	2.20
D, 50 leaves, 9x14	2.50

Extra leaves, per pkg. of 12:
A—$ .18 B—$ .25 C—$ .35 D—$ .50

Snap Shot

19—5½x 7, 10 leaves, 20 pages	$ .15
18—7 x10, 10 leaves, 20 pages	.18

No change in Discount.



Give him a

Soldier's Kodak

Vest Pocket Autographic Kodak

So small, compact and unobtrusive that he can have it with him always ready for the unexpected picture opportunity that always happens.

Right as a watch it may be carried just as conveniently—he can *wear* it.

RICHARD ROE & COMPANY

Single Column Cut No. 200F.
Double Column Cut No. 200.

Please order film by numbers as given on the film schedule card, prefixing the letter "A" when Autographic film is wanted.

For Your Own Protection

The sale of Autographic Kodaks, Autographic Backs and Autographic Film has gone beyond even our sanguine expectations.

Nevertheless, if the millions of users of non-autographic Kodaks and Brownies were using non-autographic film, the *percentage* of autographic film consumed would still be small. Our increase in the output of Autographic film has been enormous, our capacity for such output is being increased as rapidly as possible—yet there is a somewhat serious danger of a shortage of autographic film this summer.

This danger can be entirely overcome by dealer co-operation. If you will simply sell the non-autographic film for non-autographic cameras, we will have no trouble in filling all orders. This is important to you and to your customers as well as to us. The autographic feature in the film is of no use to the man who hasn't an autographic camera. Sell him the old style N. C. film then and conserve the supply of autographic film for those who want it.

More care in ordering and in stock-keeping will save the situation—for you and for us—will be in the interests of all concerned.

Price Advance

Kodak Junior Film Clips.—Owing to the increased cost of metal, we are compelled to advance our selling price, in effect April 13th:

New List Price . . . . 8 .16 [illegible].
Trade Discount 25%.

Something for Nothing

An article selling at the market price is generally conceded to be a perfectly normal investment. But if it is difficult to obtain that article, and it is offered below the market price, look out for the man who is playing the "Good Samaritan."

Not long ago a stranger offered to sell a pound of Elon to a dealer in photographic goods at $18.00. Here was an opportunity to corner a piece of the market. The sample which was produced, worked splendidly and eighteen good dollars changed hands when the pound of "Elon" was delivered. But "Presto," the chief ingredient of the precious "Elon" proved to be plain ordinary wheat flour.

We sometimes receive complaints that the dealer has not been informed as to certain changes in price or discount or as to the advent of new goods.

In every instance we can trace these complaints back to the fact that the dealer has not read his *Trade Circular.*

Name Changed Goods the Same

The lenses formerly listed by us as Zeiss Kodak Anastigmat will hereafter be listed as the Bausch & Lomb Kodak Anastigmat.

The lenses formerly listed by us as Bausch & Lomb (or B. & L.) Zeiss Tessar and Bausch & Lomb (or B. & L.) Zeiss Protar will hereafter be listed as Bausch & Lomb Tessar and Bausch & Lomb Protar.

The lenses formerly listed by us as the Bausch & Lomb Anastigmat *f*.6.3 will hereafter be listed as the Bausch & Lomb Special Anastigmat *f*.6.3.

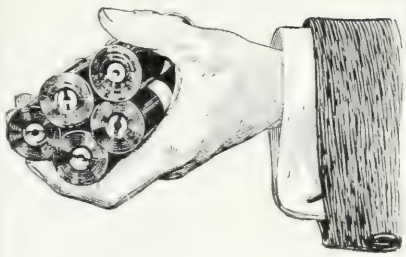
So far as the quality of the lenses is concerned these changes mean nothing. They will be made in the same place, of the same materials, on the same machines, by the same formula, by the same men, with the same painstaking care.

A change in business relations has necessitated a change in name. There is no other change.

Post Card Orders

It is a difficult thing to correctly decipher everybody's handwriting and if possible, when ordering your supply of printed post cards, have the imprint you want, either typewritten or at least printed plainly by hand. Better still, if you have previously ordered post cards, send us a sample and it will be an easy matter to duplicate the imprint.

Please do this as it will save your time and ours, and the inconvenience and expense of errors.



Developing and Finishing

and you don't wait.

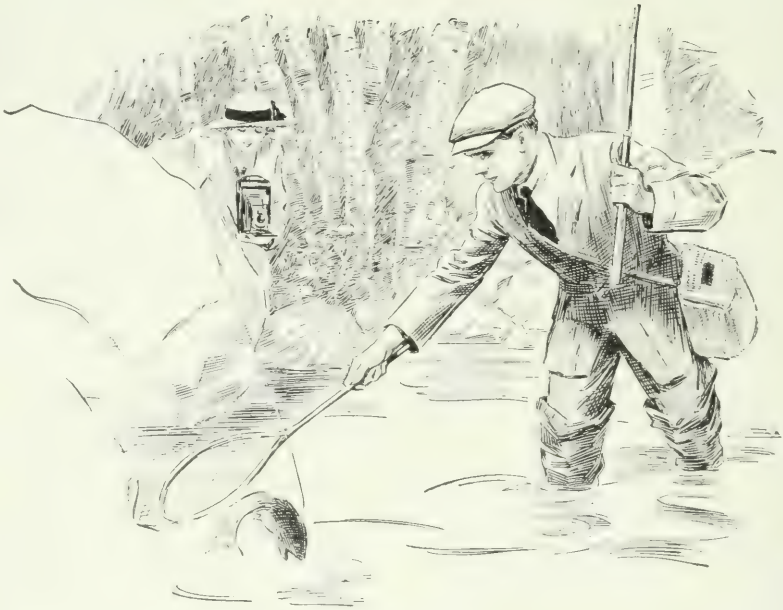
Your films and prints are ready on the dot—we don't believe in empty promises.

And not only will your work be done promptly, but just as well as up-to-date methods and dark-room efficiency can do it.

RICHARD ROE & COMPANY.

Single Col. Cut No. 271B.
Double Col. Cut No. 271A.

It Pays to Advertise



A pocket full of

KODAK

means a bushelful of fun.

Kodaks from $7.00 up.
Brownie cameras as low as $1.00.

RICHARD ROE & COMPANY

Single Col. Cut No. 109B Double Col. Cut No. 109A.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIII. No. 1 TORONTO, CANADA May, 1916

1916 NEWS

You just can't help doing business this year.

Kodak initiative has been even more marked than usual; the features that have helped the Kodak predominance have been given wider application—the new goods will not merely "meet the demand," they will make demand.

Last year we announced that "all folding Kodaks are now Autographic." We now announce: All folding Brownies but No. 3A are now Autographic. And, furthermore, they are only about one-half the bulk of the old model Brownies for pictures of corresponding size. The folding Brownies have always been good sellers—the new models in the 2 and 2A sizes, introduced last fall, have kept our factory wheels humming, and the new larger size, now announced and soon to be ready for delivery, also promises to be widely popular. The new 2C—this is news—takes the place of No. 3. The new size, 2C, is for pictures $2\frac{7}{8} \times 4\frac{7}{8}$. It is the elongated shape that people want and just fills the niche between the $2\frac{1}{2} \times 4\frac{1}{4}$ and the $3\frac{1}{4} \times 5\frac{1}{2}$. Excuse prophecy—but it's destined to be a leader. Ready about July 1st.

When we introduced the Junior Kodaks we went a long way toward the further popularizing of amateur photography by the marketing of highly efficient cameras at a low price. The new Brownie will be a further big help along the same line. The small size and price mean more business—not merely in cameras but in all the things that follow.

And this brings us to lenses. The Kodak Anastigmat *f.7.7* lenses have made a remarkable record because, in them, the Kodaker gets everything in quality that any anastigmat can give him on his camera and

gives him fair speed and all at a very small price. Now comes the new lens, the Kodak Anastigmat *f*.6.3. It gives *both* speed and quality, and at a price below that of other anastigmats of like speed and quality, because it is only expected to do the thing for which it is listed. The 3A Kodak Anastigmat *f*.6.3, for instance, is the equal of any lens made in covering a $3\frac{1}{4}$ x $5\frac{1}{2}$ plate—and that is all the Kodaker wants of it. Some of the other lenses, when stopped down and used as wide angle lenses, will cover, say, a 5 x 7 plate better than the Kodak Anastigmat will—that's why it costs more to make them, and for ninety-nine amateurs out of a hundred, this feature is a useless expense.

The Kodak Anastigmat *f*.6.3 are made to fit the Kodaker's requirements—to give high speed and better definition at a lower cost than has heretofore prevailed—and they fill the requirements. These *f*.6.3 anastigmats will now be furnished with the Nos. 3A, 3, 1A and 1 Special Kodaks, and there is a Kodak Anastigmat *f*.6.9 for the Vest Pocket Kodak, *Special*. These lenses mean better business because they mean increased efficiency — economically. Many a prospective Kodak buyer who has not gone deeply enough into the matter to consider the anastigmat advantage can be sold either an *f*.7.7 or an *f*.6.3 if you explain their advantages in speed and quality—particularly quality. To you it will mean a larger immediate profit. To your customer it will mean a lasting satisfaction with photography that will increase your future profit.

Some people said that the No. 1 and No. 1A Jr. Kodaks with the single lenses ought to be fixed focus—like the old model No. 1 and 1A F. P. K.'s. Some said that the focusing models were better. There are good arguments for both sides. Very well. Take your choice, we make them both ways, at the same price. Of course, we do not furnish the R. R. lenses or anastigmats with a fixed focus camera. The stop openings are too large to make it practical.

And, more news. There is, or very soon will be (about July 15), a 2C Autographic Kodak Jr.—pictures $2\frac{7}{8}$ x $4\frac{7}{8}$. So thin and narrow as to be conveniently pocketed, with all the features, low prices included, that have made the other juniors so popular; here is a sure seller. The price with single lens is $12.00, with R. R. lens, $14.00, and the *f*.7.7 Kodak Anastigmat, $19.00. It means business.

Of course, there will be new good things in albums and mounts —and the like. The catalogue, of which you will receive an *advance* copy in a few days, will tell you all about them. Catalogue distribution in quantities will begin to follow shortly after, and there will be the full quota of advertising helps ready for you as the season advances. Back of the attractive new goods, will be, no, *is* the force of our heavy advertising. We say *is* advisedly, because the advertising runs unceasingly. The Christmas campaign was not cold before we were again in the magazines—most all of 'em—with full pages. The back cover campaign in colors is here right now and there will be more of them this year than ever before—and better than ever before.

You just can't help doing business this year.

40% Anastigmatic

Of the total value at wholesale figures of the Kodaks sold to dealers for the first four months of the year, no less than 40% has been in Kodaks equipped with Anastigmat Lenses.

How is it with you? If you are one of the few dealers who still hesitate to put heavy emphasis on the Anastigmat advantage, you now know that you ought to hold your customers in higher regard, and boost your sales up several notches by stocking and pushing Kodaks equipped with Anastigmat Lenses.

The *f.7.7.* Kodak Anastigmat has been a wonderful seller with others, and so it will prove with you, if you demonstrate its advantages. It's a plain, hard matter of larger profits in dollars and cents, and you can get that profit, if you reach out for the trade. Here's to your persistent, gainful reach!

By the way, the percentage quoted throws some clear light on business conditions, and affords effective contradiction to the theory that only the cheaper goods are in large demand.

Prices of New Cameras and Supplies

An advance copy of the new Kodak catalogue will be sent you in a few days, listing the following cameras and supplies which will be ready by July 1st. A brief description of some of these will be found in the article "1916 News" (see page 1) and more detailed descriptions will follow as space permits. Orders may be placed at once, to be filled in rotation.

Prices

Vest Pocket Autographic Kodak, *Special*, with Kodak Anastigmat lens, f.6.9, ... $20.00

No. 1 Autographic Kodak Junior, (Fixed Focus) with meniscus achromatic lens and Kodak Ball Bearing shutter, ... 9.00

No. 1A Autographic Kodak Junior, (Fixed Focus) with meniscus achromatic lens and Kodak Ball Bearing shutter, ... 11.00

No. 3A Autographic Kodak *Special*, with Kodak Anastigmat lens, f.6.3 and Optimo shutter, . . . 55.00

No. 2C Folding Autographic Brownie, for pictures 2⅞"x4⅞", with meniscus achromatic lens and Kodak Ball Bearing shutter, 9.00

Do., with R. R. lens, ... 11.00

Discount on all the above, 32%.

Carrying Case for No. 2C Folding Autographic Brownie, ... 1.00

Discount, 30%.

Autographic Film Cartridges, No. A130, 2⅞" x 4⅞" for No. 2C Folding Autographic Brownie.

10 exposure . . . . . $ .60
6 exposure 35
2 exposure 15

Discount, 25 and 10%.

Potassium Bromide

We are now in a position to make a reduction in our prices on Bromide, taking immediate effect.

1 oz. . . . . $ .60
¼ lb. 2.15
½ lb. 4.25
1 lb. 8.40

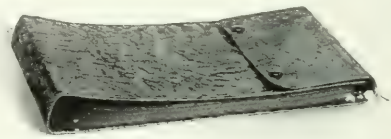
Trade Discount, 25%.

New Albums

The Trojan Album

Made of finest quality flexible, embossed leather, with bronze finish and word "Photographs" stamped in gold leaf. Black silk cloth pocket for loose prints. Contains 50 jet black leaves of extra quality, held in place by cord inside of covers, making album loose-leaf.

A, 5 x 8, ... $2.25
Pkg. 12 extra leaves, ...18
B, 7 x 11, ... 3.00
Pkg. 12 extra leaves, ...25
C, 10 x 12, ... 4.50
Pkg. 12 extra leaves, ...50
D, 11 x 14, ... 5.25
Pkg. 12 extra leaves, ...60



Hercules Album

You have to see this album to really appreciate how attractive it is. The genuine flexible leather covers are in a new shade of blended gray and black and the back cover folds over forming a flap with clasps to fasten it to the front cover. It should be a leader with those of your customers who like something out of the ordinary.

Prices

A, 5 x 8, ... $3.25
Pkg., 12 extra leaves, . . .18
B, 7 x 11, ... 4.00
Pkg., 12 extra leaves, . . .25
C, 10 x 12, ... 5.40
Pkg., 12 extra leaves, . . .50
D, 9 x 14, ... 6.25
Pkg., 12 extra leaves, . . .60

Kodak Safelight Lamp

The Kodak Safelight Lamp is the result of inquiries for a lamp for amateur use, somewhat smaller in size and costing less than the Wratten Safelight Lamps, but embodying the Wratten Safelights.

It is made of metal; neatly finished in a warm tone of brown and the inside is enameled white to intensify the force of the reflected light from the electric bulb in the top. The Kodak Safelight Lamp is 8¾ inches high, 7⅛ inches wide, and 6 inches deep. It is supplied with safelight and four feet of electric light cord with socket.

The Kodak Safelight Lamp will appeal to the amateur who takes pride in doing his own work. So have them in stock and show them at every opportunity.

Price

Kodak Safelight Lamp, including safelight and cord $4.00

Dealers' discount, 33⅓%.

No More

We are no longer able to supply the No. 11 Portrait Attachment, for use with No. 3 B Quick Focus and No. 4 Bull's-Eye Kodaks.

Prices Advance

ROUNDS PRINT WASHERS—The higher cost of material compels an advance in price as below.

Regular size	$12.00
Large size	33.00

Trade discount, unchanged.

FILM HANGERS—Higher cost of metal forces a rise in the price of Hangers for deep film developing Tanks.

On the standard sizes, the price of Hangers will now be $0.35 each.

Trade discount 25%.

EXTRA DRYER ROLLS for Majestic Print Dryers:

6 inches wide	$2.25
7 inches wide	2.50
11 inches wide	3.00

Discount unchanged.

Sizes of Enlargements

No. 2 Brownie Post Card Enlarging Camera, 3¼ x 5½ enlargements from 2¼ x 3¼ negatives.

No. 2 Brownie Enlarging Camera, 5 x 7 from 2¼ x 3¼ negatives.

No. 3 ditto, 6½ x 8½ from 3¼ x 4¼ negatives.

No. 4 ditto, 8 x 10, 6⅛ x 9¾ and 5⅝ x 9⅛ enlargements from 4 x 5, 3¼ x 5½ and 2⅞ x 4⅞ negatives, respectively.

A Page from the New Catalogue

Care in the selection of the type of lens, followed by careful testing and inspection of each individual lens, has been one of the contributory causes of Kodak success.

Both in the simple achromatic and in the more powerful Rapid Rectilinears we have maintained a high standard. We nevertheless long ago appreciated the advantages of the faster and more highly corrected anastigmats, and that their more general use would mean better pictures and therefore a still greater popularity for photography. But price stood in the way. The problem was to make a lens of the highest quality at a moderate cost. We solved that problem in the Kodak Anastigmats. Their success is due to the fact that they are made for a specific purpose and fulfill it.

As a rule, Anastigmat lenses are made to serve a dual purpose. The lens that is to cover, say a 4 x 5 plate, at its largest opening, is intended also for a 5 x 7 plate as a wide angle lens when used with a smaller stop. It is, therefore, corrected to hit the "happy medium" and serve both purposes.

The Kodak Anastigmats have no such handicap. They are corrected to cover only the particular Kodak size for which they are listed. No consideration has to be given to anything else because nothing else is likely to be asked of them.

The result is that they give the utmost in efficiency for the specific purpose for which they are designed—and we are able to make and sell them at a lower price than the dual purpose lenses.

Our *f*.7.7 and *f*.6.9 Anastigmats, as their markings indicate, give somewhat more speed than the best rectilinear lenses. In quality —depth, definition (sharpness) and flatness of field they equal the best anastigmats made. Our Kodak Anastigmats *f*.6.3 have *both* quality and speed.

For Kodak use you can not get better lenses at any price.

Suspended

Owing to our inability to procure Elon at present, we are obliged to discontinue, temporarily, the following Developer Powders:—

Eastman M.Q. Developer Powders in tubes and in paper wrapped packages.

M.Q. N.A. Developer in tubes.

Artura Developer Powders Nos. 1 and 2.

Azo Developer Powders, both sizes of paper wrapped packages.

The supply of *Nepera Solution* was suspended, according to announcement in March Trade Circular, and we now announce that *Velox N.A. Liquid Developer* in all quantities is discontinued temporarily.

For developing paper, we can recommend and furnish *Eastman Special Developer Powders,* which will be supplied in tubes and in paper wrapped packages, as heretofore.

For developing films and plates, *Eastman Pyro Powders* and *Eastman Hydrochinon Powders* in tubes will still be available.

"How To Make Good Pictures" will be given a place of prominence in the 1916 Kodak Catalogue, and will sell more quickly than ever.

Important

On page 3 of the March *Kodak Trade Circular* we published the All-Hydrochinon developer for Velox, Azo or Eastman Bromide papers for out-door exposures and general amateur finishing.

This formula has worked out very satisfactorily, but because of the large amount of Carbonate in the formula, it has been found advisable to use an acid rinsing solution for all prints *before fixing* in order to neutralize the alkali that would otherwise be carried into the Hypo solution, thereby destroying its acidity, which, if not removed, would cause stains and blisters as a direct result.

The following should be prepared frequently and used freely as a rinsing bath for all prints on developing-out papers developed with the All-Hydrochinon formula:

Water	32 ozs.
Acetic Acid (28%) . . .	1½ ozs.

As the acidity of this bath becomes neutralized after a certain amount of the developer has been carried into it, it becomes inactive and should be thrown away and a fresh solution prepared and used.

Frequently test both the rinsing and Hypo fixing solutions with Litmus paper to determine the acidity.

Discontinued

No. 4 B. E. four-exposure Eastman N. C. Film Cartridges, (Non-Autographic) or what has been known as "double two's," have been discontinued.

"Kodak On The Farm" is an excellent tool for producing business, but it needs personal direction to be of greatest use.

Pyro

We are obliged to make further advance in our price of Eastman Permanent Crystal and Re-sublimed Pyro. List prices and discounts:

	Crystal Bottles	Resublimed Cans
1 oz.	$0.50	$0.55
¼ lb.	1.60	1.75
½ lb.	3.00	3.30
1 lb.	5.90	6.50

Discount, 33⅓ .

Lots of 100 oz. or more, assorted, 40 .

Whether it be a "chance of a life time" or a familiar home scene,

Kodak

makes the most of *every* opportunity.

Kodaks from $7.00 up.
Brownie cameras from $1.00 up.

RICHARD ROE & COMPANY

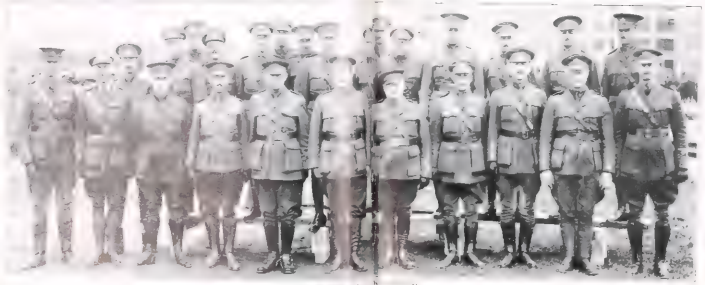
Double Column Cut No. 111 A
Single Column Cut No. 111 B

Getting in Supplies

MILTARY LIFE
AT
KODAK HEIGHTS

A Nook in the Men's Sleeping Quarters

A Corner in the Kitchen



Drill Squad in Battle Array

A Section of the Mess Hall

From May STUDIO LIGHT

SWEETEN TO TASTE

OR HOW TO MAKE

A SUBSTITUTE DEVELOPER

A War Time Study in High Finance

J. Rufus Wallingford has entered the photographic arena. Blackie Dawes has ironed out his silk hat, re-waxed his moustache, put on his famous tan spats and is seeking whom he may devour.

The shell game man has his lay-out spread on the table and the gold brick gent has packed his satchel with phoney money.

The market price of sugar, just plain sugar such as you carelessly dumped into your coffee at breakfast this morning, has gone to twenty-five dollars a pound, salt is as precious as platinum and starch can no longer be used on your fine linen.

You don't need to call the police to protect you. But you will probably go before a High Court judge and ask to have a guardian appointed if you buy some of the "substitute" developers on the market, and after finding that they don't work as well as they should, you send them to an analytical chemist for a report.

The Kodak Research Laboratory has been doing some valuable work for you. Here is what was found in a "developer" that sells for over $30.00 per pound: Metol 10%, Hydrochinon 16%, Sodium Sulphite 30%, cane sugar 33%. Other constituents (mostly water) of no value as developer, 11%. Figuring Metol at $50.00 per pound you could make up this same "developer" for less than $6.50 a pound.

"Sweeten to taste" seems to be the rule in the manufacture (!) of war-time developers. Three contain sugar in quantities varying from 30% to 50%. But sugar is not the only table luxury introduced. Another contains 36% of table salt and some Pyro, while another contains 40% of the ordinary wash-tub variety of starch. The directions on the bottle do not state whether or not this starch acts as a mountant and does away with the necessity for the use of paste.

Anyway it's better for the photographer to buy his paste separately from his developer. It's likely to save him from fifteen to twenty dollars a pound.

The warning is: Make your own substitutes. If you want to use sugar, salt and starch in your developer, go to the grocer. He may charge you war prices but not Wallingford prices. The manufacturers of papers and plates are keeping chemical prices as low as possible and are publishing revised formulas to help out the situation. Watch the direction sheets and make your own substitutes.

Let us furnish and finish your

Kodak Films

You press the button, we do the rest.

A fresh supply of all sizes always in stock. Kodaks and Brownie Cameras.

RICHARD ROE & CO., 1201 Tripod Avenue.

No. 671

There's always room for a

KODAK

Prices, $ .00 and up.

RICHARD ROE & CO.
1201 TRIPOD AVENUE

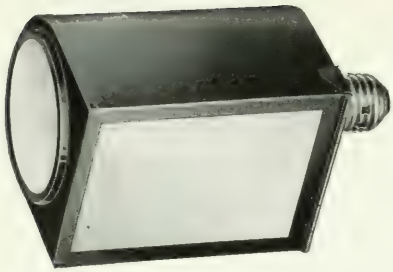
No. 672

Car Cards

May marks the opening of the campaign for more and better business, and in no way can this campaign be more advantageously launched than by using the advertising cuts for your local newspaper advertising and the car cards, both of which we *furnish free on request.*

The two car cards here illustrated are printed in colors and your name and address will be inserted in the space where you see the name Richard Roe & Company.

A great many dealers have contracts for space in the cars beginning this month and as there is always a big demand for the cards, send in your order early and start using them when people are thinking about buying Kodaks. Advertising, and above all, timely advertising, pays.



Brownie Safelight Lamp

This lamp fits the standard electric socket; is made of metal, neatly Japanned and is only a trifle larger than the electric bulb it holds. Has circular removable safelight in end and larger removable safelight in side. Takes a 15-watt Mazda lamp which is not included. $1.25. Discount 33⅓ per cent. Ready about June 1st.

Caution

You cannot buy a pair of eyeglasses from a country fair vender and expect to be perfectly fitted. You cannot take the lens from one camera and put it on another, or the back combination of one and the front combination of another lens and expect to get photographic results. The laws of optics don't work that way.

When you receive a Kodak from the Kodak factories, the lens, the shutter and the focusing scale work in perfect harmony, but any change in the lens calls for scientific testing and supervision before that harmony, so essential to the best results, is restored.

Now the same thing holds good with respect to the range finder. The lens of the range finder and the lens with which the 3A Special is supplied, are adjusted to work in perfect harmony and *under no conditions* should the camera lens be changed or transposed without first consulting the men who made them work harmoniously in the first place. If time is a factor and writing will consume too much of it, send the Kodak to the Kodak factories with your instructions and you can be sure of results.

There should be no need, however, for the changing of lenses. The 3A Special is supplied with the best lenses obtainable for the particular requirements of a hand camera.

A Speedy Seller

Seldom has a new article caught on with the trade as readily as has the Tan Carry Case with Loop for V.P.K., which was announced in our last issue. They have sold so rapidly that we have increased the number being made by six times.

Of course the Case is just the thing for one who is going hunting or canoeing or any sort of a trip, where he needs his V.P.K. and wants it at hand all the time. The Loop will take belt straps of any reasonable width, including wide soldiers' belts. Every man who now owns or buys a V.P.K. will gladly buy one of these Carry Cases. List Price is $1.50.

Kodakery

will forge a stronger link between the customer and your store. The minute or two spent in filling out the subscription blank will bring the customer back to you, for it indicates to him your appreciation of his patronage.

A HARDY ANNUAL

Right beside the annual warning to reckless canoeists, the papers ought to print one to amateur photographers against neglect of their Kodaks till the last few hours before they leave on vacation trips.

You are familiar with the man who wants you to do the impossible in getting his Kodak fixed up in a rush. You would like to tell him very, very plainly how unreasonable he is, but that's not what you are there for.

The problem is not easy of solution, but you can improve matters considerably by a persistent, personal admonition to every customer, given without offence, while he is casually purchasing supplies.

Many stores put up a neatly lettered card—"Is your Kodak ready?"—in a place of prominence to catch the eye, and, of course, the suggestive question of the card is backed up by the man behind the counter.

Urge your customers to keep their cameras in good order, and you'll be the stronger with them if you volunteer to examine their cameras, even though you can't undertake to make repairs. Be particularly careful to see that lenses are clean.

In Your Own Interest

One development of the War is a decided shortage of labor. The Railway and Express Companies have been hard hit, nor has the Post Office escaped. Our own organization has given up a goodly number of trained help.

For the reasons above, it is not to be expected that shipments can be put through and go forward with the same smoothness as prevailed in normal times.

In your own interest, therefore, we ask your co-operation to the end that you may not lose sales through lack of goods. Canada is good enough right now to warrant your ordering staple items in fair amounts, and you'll thereby help us to help you, for it is easier to handle one order of fair size per week from a dealer than to take care of three or four small ones in that time.

Understand, please, that this suggestion is not made from the sales-boosting view point, but rather with the idea of rendering you adequate shipping service.

Photographic business is good, very good, and promises splendidly for the future; we don't urge overloading yourself, but we do urge you to economize by having one shipment, rather than three or four, made of goods that are standard articles of stock. That's true economy and will help secure proper service.

Then there's the week-end and ante-Holiday rush, which can be lightened considerably, to our mutual benefit, by a little attention to your stock. The Holidays are all fixed and you know them: you also know that film No. 116, No. 120, No. 122, No. 127, etc., sell like hot-cakes before a public holiday. Too much rush is bad for health and business. Have the goods in stock, and avoid rushing and delay, in your own interest.

Please remember that we close at noon on Saturdays throughout the year. Ontario and Quebec dealers will avoid delay and disappointment if they will forward urgent stock orders to reach us on Thursday sure, so that the shipments will be certain of being made on Friday.

A New Tray

Our general policy in normal times is to revise prices downwards, and even in these days of War, price advances on any goods we list have been made only in the face of greatly increased cost. We don't believe in tacking "it" on without cause.

Here's a concrete case that's in line with the policy expressed. Through a change in the source of supply, the prices of the regular line of Maple Leaf Trays have been forced up to the figures quoted on page 7 of April *Trade Circular,* but we have been able to obtain some enamel-ware trays through another channel, just the size for 3¼ x 5½ prints. They are not as deep, but have every appearance of first class quality, beautifully enamelled, and will give splendid service. These trays are now available, and orders can be filled without delay.

The Price

No. 3A Maple Leaf Enamel-ware Tray . . . . . $.8 .40

Trade discount, 40%.

The Amateur Who Does "The Rest"

No doubt some of your customers develop their own Kodak films by the tray system. Tray development, while thoroughly reliable at the hands of experts who are experienced, offers a large element of chance to the amateur who is doing "the rest" himself. Besides the average dark-room available for the amateur is not sufficiently light-proof to make tray development safe and the result is often "fogged negatives."

When you hear of an amateur who is doing his own developing by the tray method, make it a point to explain the advantages of the Kodak Film Tank. Show him that the tank is practically air-tight, hence oxidation cannot occur and light fog is impossible, thus making practical the use of a dilute developer. Furthermore this dilute developer automatically adjusts the inequalities in exposures and gives results far better than can be obtained by those thoroughly familiar with tray development.

And here, too, is an opportunity to sell a tank, at a profit to you, and it is only reasonable to assume that if an amateur gets better results, he is going to use more film and more supplies.

Eastman Timers

Owing to increased cost, we are forced to make a change in the trade discount, reducing it from 33 1/3 to 25 .

Orders made on regular order forms are easier to enter, and it follows that the goods go forward more promptly than if every one follows his own especial style of order writing. Ruled blanks are supplied *gratis* on request.

Self interest should prompt you to sell Autographic Film only for use with Autographic Cameras, if you would avoid a shortage of Autographic Film.

Make your old Kodak Autographic

A visit to our store, the old back discarded and the new one clapped on—that's all there is to it.

Our stock of autographic backs is complete. Prices $2.50 to $4.50, according to size.

RICHARD ROE & COMPANY.

Single Column Cut No. 280 D.
Double Column Cut No. 280 C.

There's bound to be fun with a

BROWNIE

This sturdy little camera provides a never-ending source of pleasure for the children—for with a Brownie even the little tots can take good pictures.

You don't have to tell them how to amuse themselves, just leave it to the Brownie.

We have the Brownie ranging in price from $1.00 to $12.00.

RICHARD ROE & COMPANY

Single Column Cut No. 127B
Double Column Cut No. 127A

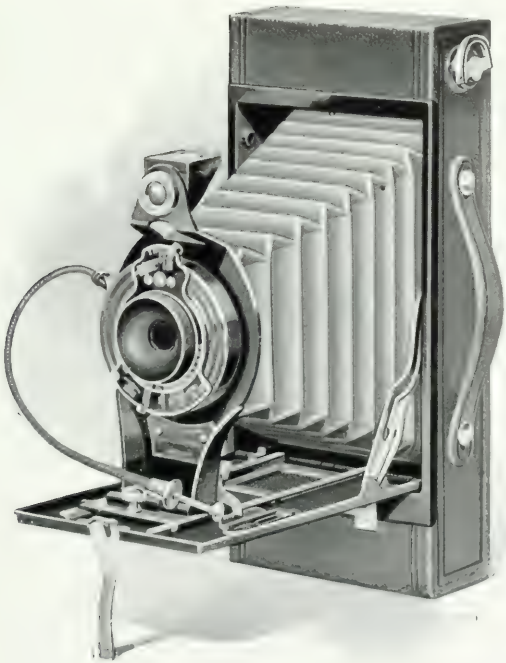
FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIII. No. 2 TORONTO, CANADA June, 1916



The New No. 2C
Folding Autographic Brownie

The 2C---A New Size that Fits the View

The 2C Folding Autographic Brownie—merely announced last month—introduces an altogether new size picture — one that in a short time will rival the popular 3A size; will displace the $3\frac{1}{4}$ x $4\frac{1}{4}$ size, just as the 3A has displaced the once popular 4 x 5 size.

It has slightly more area than the $3\frac{1}{4}$ x $4\frac{1}{4}$ size, but gives more picture for that area, because *it fits the view* better for a horizontal landscape, and is a far better shape for photographing a single figure or a high building. In other words it utilizes all its area.

The 3A size stands in a class by itself and will be unaffected by the advent of this youngster, but the 2C will gain its popularity among those who feel that the 3A is a larger size than they want, and the 1A somewhat too small.

In a short time we shall marshal the mighty forces of advertising into a big 2C campaign, and the wires will be busy with 2C orders. Don't disappoint a single 2C customer. Have the goods in stock when they are needed.

FROM THE KODAK CATALOGUE

The new No. 2C Folding Autographic Brownie is built along the lines of the same extreme simplicity as are the Nos. 2 and 2A Brownies, and its operation is so simplified as to make the taking of good pictures a matter of course.

It is small in size, neat in appearance, has a fine quality meniscus achromatic lens, or, if desired, the Rapid Rectilinear lens. The camera loads in daylight with ten, six or two-exposure Autographic Film Cartridges (No. A130), and has the Kodak Ball Bearing shutter, with both cable and finger release, and snap-shot speeds of $\frac{1}{25}$, $\frac{1}{50}$ and $\frac{1}{100}$ of a second, as well as the usual time and "bulb" actions. The camera has a very simple loading device and possesses the autographic feature for the recording of data on the film.

An automatic focusing lock permits the quick focusing of objects at any distance. The camera is made of metal, covered with durable imitation leather, has black leather bellows and nickel and black enamel fittings.

The No. 2C Folding Autographic Brownie is exceedingly compact for a camera making $2\frac{7}{8}$x$4\frac{7}{8}$ pictures, although nothing has been sacrificed in length of focus of lens or efficiency of shutter in order to reduce the size.

DETAILS: For rectangular pictures, $2\frac{7}{8}$ x $4\frac{7}{8}$ inches. Capacity, 10 exposures without reloading. Size of camera, $1\frac{3}{4}$ x $3\frac{3}{4}$ x $8\frac{1}{2}$ inches. Weight, 25 ounces. Lens, Meniscus achromatic, $4\frac{3}{4}$-inch focus. Also supplied with Rapid Rectilinear lens, if desired. Shutter, Kodak Ball Bearing, equipped with Kodak Autotime Scale. Reversible finder, two tripod sockets, automatic focusing lock, black leather bellows.

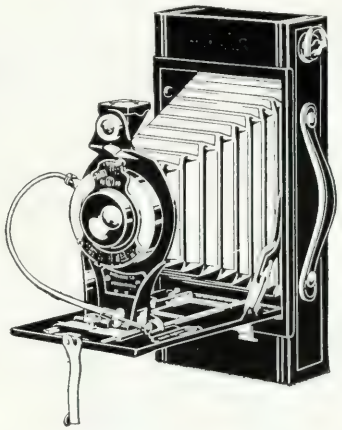
PRICE

No. 2C Folding Autographic Brownie, meniscus achromatic lens, and Kodak Ball Bearing Shutter	$ 9.00
Ditto, with Rapid Rectilinear lens	11.00
Carrying case for No. 2C Folding Autographic Brownie	1.00
Autographic Film Cartridges, 10 exposures, $2\frac{7}{8}$ x $4\frac{7}{8}$ (No. A 130)	.60
Ditto, 6 exposures	.35
Ditto, 2 exposures	.15
Kodak Portrait Attachment	.50

"It takes a new size picture and the pocket takes it."

A New Brownie

No. 2C Folding Autographic



This latest Autographic Brownie makes a picture $2\frac{7}{8}$ by $4\frac{7}{8}$ inches - proportions new to amateur photography that insure the maximum of picture for the area. The size of the picture fits the view.

And the compactness of the instrument itself — it is $1\frac{3}{4}$ inches thin, $3\frac{3}{4}$ inches wide and $8\frac{11}{16}$ inches long — bearing in mind the size of the resulting picture is a triumph in hand camera construction. Such triumphs seem to be all in the day's work at the Kodak factories.

We couldn't stock up with the No. 2C Folding Autographic Brownies quickly enough. Better come in and look them over.

THE PRICE.

No. 2C Folding Autographic Brownie with Rapid Rectilinear lens and Kodak Ball Bearing Shutter.	$11.00
Ditto, with meniscus achromatic lens, - - -	9.00

RICHARD ROE & COMPANY.

Single Col. Cut No. 223 H Double Col. Cut No. 223 G

Premos and 1916

Premo catalogues will soon be going out. Premo advertising is speeding up, and most appropriate to the season and the business prospects come new models and improvements in the Premo line.

To this line we are adding the Nos. 2 and 2A Cartridge and 2 and 2A Folding Cartridge Premos.

Nos. 2 and 2A Cartridge Premos

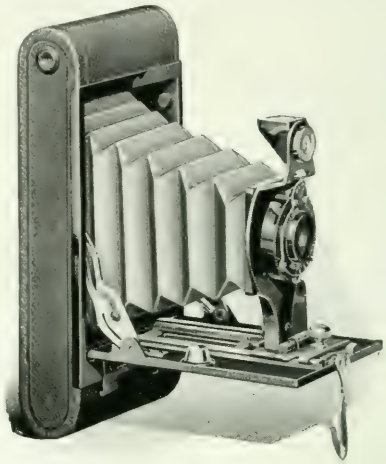
The 2 and 2A are box cameras taking regular N. C. film and constructed to open in very convenient form for loading and unloading. They are covered with imitation leather and will have a good sale among young people and those who wish inexpensive cameras.

PRICES.

No. 2 Cartridge Premo for 2¼ x 3¼ pictures, ...	$2.00
No. 2A for 2½ x 4¼ pictures, . .	3.00

NOTE: We expect to make deliveries during June.

The Nos. 2 and 2A Folding Cartridge Premos are neat, attractive cameras, made upon the same general plan, using the regular N.C. film for making 2¼ x 3¼ and 2½ x 4¼ pictures respectively. They fold compactly to go into the pocket, have rounded ends, Kodak



No. 2A Folding Cartridge Premo

Ball Bearing shutter, and are furnished with either meniscus achromatic or Rapid Rectilinear lens. Described on pages 16 and 17 of the new Premo catalogue.

PRICES.

Folding Cartridge Premo	No. 2	No. 2A
with Kodak Ball Bearing shutter and meniscus achromatic lens. .	$5.00	$7.00
Ditto, with Rapid Rectilinear lens.	7.00	9.00

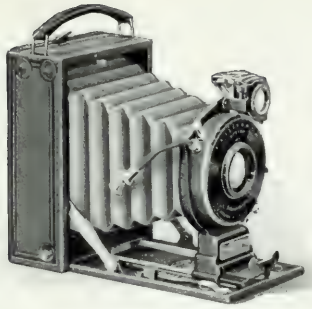
Discount to the trade, 32⅓.

Potassium Bromide

We are now able to announce price reductions on this important chemical, as below:

1 oz.	$ .55
¼ lb.	1.90
½ lb.	3.70
1 lb.	7.25

Trade Discount, 25 .



Premo No. 12

In recent years more and more amateur photographers have shown a preference for small compact, anastigmatically equipped cameras. Such cameras are convenient to carry, and as their negatives will yield enlargements practically equal to contact prints, the size of the actual negative, within reasonable bounds, is not objected to.

With this demand in view, the Premo No. 12 has been designed as the most complete and capable camera possible to meet it. It makes $2\frac{1}{4} \times 3\frac{1}{4}$ pictures. It will accommodate a lens with as large an opening as *f*.4.5, it takes films or plates with equal facility, and has ground glass for focusing. All these features are contained in a thin, smooth, extraordinarily compact and handsomely finished camera, which, with the various equipments with which it is listed, is sure of a notable sale among those who are looking for quality in a camera. Described on pages 20 and 21 of the new Premo catalogue, ready for delivery about July 1st.

PRICES.

Premo No. 12 with Optimo shutter and Bausch & Lomb Kodak Anastigmat lens, *f*.6.3 (formerly listed as the Zeiss Kodak Anastigmat), including Film Pack Adapter and one Plate Holder, ...	$45.00
Ditto, with Bausch & Lomb Special Anastigmat lens, *f*.6.3 (formerly listed as the Bausch & Lomb Anastigmat), . . .	36.00
Ditto, with Kodak Anastigmat lens, *f*.6.3, ...	40.00
Ditto, with Bausch & Lomb Tessar, Ser. IIb lens, *f*.6.3 (formerly listed as Bausch & Lomb Zeiss Tessar), ...	54.00
Ditto, with Bausch & Lomb Tessar, Ser. Ic. lens, *f*.4.5 (formerly listed as Bausch & Lomb Zeiss Tesar), ...	56.00
Ditto, with Kodak Ball Bearing shutter and R. R. lens, . .	15.00
Ditto, with Kodak Anastigmat lens, *f*.7.7, ...	20.00

Discount to the trade, 32%.

Premoette Sr. with R. R. Lens

The Premoette Sr. introduced last year was listed with Kodak Anastigmat *f*.7.7 lens only. This camera moved so well that many have asked for the same model, but equipped with R. R. lens — a camera of this popular type which could be sold at a lower price. So we are listing this year the Premoette Sr. with either anastigmat or Rapid Rectilinear lens, providing a camera in the larger popular sizes to suit any pocketbook.

We have also added the $3\frac{1}{4} \times 4\frac{1}{4}$ size in this model. Described on pages 12 and 13 of the new Premo catalogue.

PRICES.

Premoette Sr. with Kodak Ball Bearing and Rapid Rectilinear lens, $2\frac{1}{4} \times 4\frac{1}{4}$	$10.00
Ditto, $3\frac{1}{4} \times 4\frac{1}{4}$	10.00
Ditto, $3\frac{1}{4} \times 5\frac{1}{2}$	12.50

Discount to the trade, 32 .

Eastman Bromide Fabric No. 1

(Fine Texture.)

Eastman Bromide Fabric, as its name implies, has a fabric base, on which is coated, a Bromide emulsion, working in every way like a Bromide paper. The fabric is of a fine quality and as free from imperfections in weaving as is possible to obtain. It has approximately the same body and weight as a paper and should not be confused with the flimsy sensitized photographic cloth which is not coated with an emulsion. Eastman Bromide Fabric will stand a lot of abuse without cracking — in fact will last almost indefinitely. It makes an ideal medium for the photographic records of progressive work kept by Architects, Engineers and Contractors and for salesmen carrying photographs of a line too bulky to carry with them, such, for example, as furniture. Eastman Bromide Fabric obviates the necessity of mounting such photographs on linen and is therefore less expensive. It has a beautiful matte surface and a fine texture and will be found valuable, not only for commercial work of the character described, but is especially suited for portrait prints which are to be oil colored. In fact, it can be used for almost any work which does not require a glossy surface. The manipulation is identical with that of Bromide.

PRICES.

	Doz.	½Gross	Gross
5 x 7	$ .45	$ 2.30	$ 3.75
5 x 8	.50	2.50	4.25
3½ x 12	.50	2.70	4.55
6 x 8	.55	3.15	5.50
6½ x 8½	.65	3.55	6.25
7 x 9	.75	3.95	7.05
7½ x 9½	.80	4.55	8.25
8 x 10	.90	5.15	9.40
10 x 12	1.25	7.45	14.05
11 x 14	1.70	9.80	18.00
12 x 15	1.90	11.40	21.15
14 x 17	2.50	14.90	28.15
16 x 20	3.45	19.55	37.50
17 x 20	3.65	20.75	39.90
18 x 22	4.25	25.00	48.45
20 x 24	5.00	29.70	57.80

10 ft. rolls 34 inches wide, $ 3.65.
10 yd. rolls 34 inches wide, 10.65.

Dealer's Discount, 25%

Non-Autographic Film for 2C Cameras

To relieve the expected enormous demand for Autographic Film Cartridges for use with the 2C Folding Autographic Brownie and 2C Autographic Kodak Junior, we have decided to put upon the market, Eastman N. C. film (No. 130),—both non-autographic,—for use in these two cameras.

The prices of each will be the same as the corresponding sizes of Autographic Film. Two exposure cartridges will not be supplied.

PRICES.

Eastman N. C. Film (No. 130)	
10 exposure	$ .60
6 exposure	.35

Discount 25 and 10

Extra Safelights for Brownie Lamp

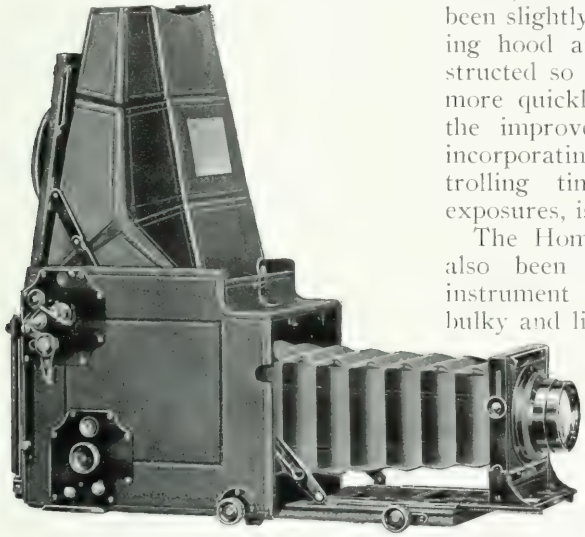
Extra safelights for the new Brownie Safelight Lamp will be supplied at the following prices:

Circular end safelight	$ .25
Side safelight	.35

Discount, 25

GRAFLEX CAMERAS

Dealers who carry Graflex Cameras in stock are finding a steadily increasing demand for these highly profitable instruments. Never before has there been such a wide spread interest in cameras of the reflecting type, and it is an easy matter for the dealer to turn this interest to his profit, if he has the Graflex in stock to show those interested in better photography.



Show the prospective customer how he can make snap shots in the shade — or even indoors — let him look in the Graflex focusing hood and see the image, full size, right side up. You won't find it necessary to tell him about the beauty of the Graflex workmanship; he can see that. It then requires but little effort on your part to close a highly profitable sale.

Graflex Cameras are made in all standard sizes from $2\frac{1}{4}$ x $3\frac{1}{4}$ to 5 x 7. Two models (the 1A and 3A) take Kodak Autographic Film. All the other Graflex Cameras can be used with Graflex Roll Holder Film, Plates or Film Packs.

The $3\frac{1}{4}$ x $4\frac{1}{4}$ and 4 x 5 Revolving Back Auto. Graflex Cameras have been re-designed; the weight and size have been materially reduced, and the focal capacity has been slightly increased. The focusing hood and top cover are constructed so that the camera can be more quickly opened for use, and the improved shutter mechanism, incorporating sliding bar for controlling time and instantaneous exposures, is used in these cameras.

The Home Portrait Graflex has also been re-designed, and this instrument is considerably less bulky and lighter than the previous models.

Aside from a few minor improvements, the balance of the Graflex line remains as listed in the 1915 catalog.

A New Feature

The range finder as furnished on the No. 3A Autographic Kodak Special, is adjusted for the use of films. When the combination back is attached, a different focus is required. This is accomplished by means of a spacer, which is conveniently carried on the combination back, making the range finder practical for correctly focusing the Kodak with either plates or films.

Advertising Material

Signs

Each year we have tried to outdo the efforts of the preceding year, in producing attractive, eye-compelling signs with selling force,—signs that arrest the attention and attract passers-by into your store. Whether we have succeeded, is a matter you can best decide. The Kodak and Premo window and store signs that will be sent you in a few days, are, we believe, the most attractive that we have ever put out. They are rich in colors—and rich in the true sense of the word, for this year colored inks cost real money — and several have four color prints mounted,—of the subjects familiar to the general public through our magazine advertising.

Keep them busy.

Car Cards

Here again we are offering three stunning Kodak car cards, all with four color prints of the same subjects as are used on the signs, and the cards themselves are in additional colors. In no better way can you tie up your store with our big advertising campaign in the general magazines, than by using the window signs; the car cards with your name and address conspicuously displayed on them; the advertising cuts and the Kodak catalogues all of which are free.

Remember the car cards are *sent only on request.*

Kodak Catalogues

You have received before this an advance copy of the Kodak catalogue, and your supply will be imprinted and sent forward at the earliest possible date. The catalogue lists the strongest line of Kodaks and Brownies that we have ever offered.

Advertising Cuts

Very shortly you will have a copy of the new Advertising Cut Sheet, showing the cuts we will gladly send free, for your use in local advertising. These cuts are *furnished only on request.*

Summer Booklets

Within a few days we will be prepared to send you samples of the Kodak and Premo Summer Booklets. They are on the press now. The covers of both are up to their usual standard of attractiveness, having been reproduced in four colors.

Remember these booklets are *sent on request only* and your order should be sent in promptly.

Misleading (?)

This year we had so many new things to announce in the Kodak catalogue, that we found we had to cut down on space somewhere, so combined the four box Brownies into two pages—28 and 29. This left room for but one illustration. We didn't want to show a cut of the No. 0, as that would scarcely do justice to the others and by the same reasoning the No. 3 was not shown. What we did was to compromise, with the No. 2. Some dealers have since ordered No. 0 Brownies with carrying handle. We are sorry that this illustration apparently led you to the belief that the No. 0 was now supplied with carrying handle. It is the only box Brownie that is not equipped with handle for carrying.

Autographic Kodaks sold and operated.

Keep a KODAK
Story of the Children

The pleasure of picture making is only surpassed by the lasting pleasure in the pictures themselves.

RICHARD ROE & CO.
1201 TRIPOD AVENUE.

Street Car Sign No. 677.

Take a
KODAK
with you

Prices, $ .00 and up.

RICHARD ROE & CO.
1201 TRIPOD AVENUE

Street Car Sign No. 678.

Scout with a

KODAK

Prices, $ .00 and up.

RICHARD ROE & CO.
1201 TRIPOD AVENUE.

Platinum Papers Discontinued

The manufacture of all of our platinum papers was discontinued June 1st.

For several years the prices of platinum salts had been advancing and even before the outbreak of the war they were about double what they had previously been. At the present time platinum salts are worth over four times the former normal price. The purchases of platinum made before and soon after the outbreak of the war have, however, enabled us to go along until the present time without raising the price of platinum paper. Our platinum customers have had the full benefit of our earlier purchases.

Paper stock, too, is costing more than it did and the present situation requires either a very large increase in the price of platinum papers, or else the discontinuance of their manufacture. We have decided on the latter course. With the present day quality of developing papers, particularly Artura, few platinum users would be likely to stand for the necessarily large advance in the price of platinum paper. This would mean that the volume of the business would be so cut down that the cost would still further enormously increase. Platinum paper can not be manufactured in the same department with the gelatine papers. It requires a department of its own and because of these facts it can no longer be made and sold except at a price that seems to us to be prohibitive. We wish we had the platinum in stock so that we could take care of our customers indefinitely at the old prices (we think we did pretty well in keeping them down for nearly two years), but the supply is now gone.

Even in their kindergarten days, the youngsters can make good pictures with a

BROWNIE

Pictures of the childre by the children have the charm of childhood itself.

Brownie cameras from $1.25 up.
Kodaks from $7.00 up.

RICHARD ROE & CO.

Single Column Cut—178 B.
Double Column Cut—178 A.

Discontinued

The manufacture of No. 3 Folding Brownie and 3¼ x 4¼ Pocket Premo C has been discontinued. Our stock of these models is exhausted, and we can no longer accept orders for them.

Large Size Plates Advance in Price

In some of the larger sizes the present price of dry plates is less than the cost of the uncoated glass. Silver is up over 50%. Bromide of Potassium is selling at from 10 to 14 times its former price. Gelatine is up and so is everything else that goes into the making, packing and shipping.

So long as our old stocks held out we kept prices down. Our customers have had the full benefit. Prices have been only slightly advanced (by a reduction in discount) on the general run of plates, but in self protection we are now obliged to advance the list prices on plates in the large sizes. All glass is up tremendously—especially the large sizes. Fortunately, the consumption of plates in these sizes is relatively small and so the new list prices are not as important as they seem to be—except to the few photographers who are making big negatives. We would like to hold these prices down but it is obvious that we can not buy glass, coat it, pack it and ship it, and sell it for less than the raw glass costs.

On all of our products we are giving our customers the full advantage of early purchases. As our big stocks become depleted and we have to pay war prices, we must of necessity make an advance in our prices.

The new list on large plates follows:

SEED "R."

ROYAL.

S. E. R., Polychrome and Process

STANLEY.

12 x 20	$20.00
16 x 20	23.00
17 x 20	25.00
18 x 22	32.00
20 x 24	40.00

Wratten and Wainwright and Seed X Ray Plates are not affected.

Watch the Kink

Cable releases will kink if they are bent at a sharp angle, or the Kodak is forcibly closed on them. This has happened in a few instances and the dealer has returned the Kodak, claiming that the shutter was in need of repairs, whereas the trouble could have been remedied in an instant by straightening the release.

Save your time and ours and the equivalent in money, by examining the cable release to determine if that is the cause of the trouble, before you return the Kodak for repairs to the shutter.

Hydrochinon

We are now able to make a reduction in the price of Hydrochinon and will supply in larger packages, namely, ½ lb. and 1 lb. containers. Prices as below effective June 3rd:

PRICES.

1 oz. can	$ .80
¼ lb. can	3.10
½ lb. can	6.10
1 lb. can	12.00

Trade Discount, 33⅓.

Summer booklets, abridged catalogues of the Kodak and Premo lines, are just the right size for the ordinary business envelope.

KODAK

On Every Outing

KODAK

has its inning.

Kodaks from $7.00 up. Brownie cameras from $1.25 up.

RICHARD ROE & COMPANY.

Single Column Cut—105 B Double Column Cut—105 A

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIII. No. 3 TORONTO, CANADA July, 1916

Prosperous Conditions Indicated Throughout the Dominion

OTTAWA, June 27. Trade for May reached a figure more than double that of the corresponding month of 1915. The total for last month was $176,873,000, as against $86,023,000 in May of last year. For the first two months of the fiscal year, April and May, the aggregate was $284,555,000, as compared with $145,244,000 a year ago. The increase is pretty general all round and is taken as reflecting generally prosperous conditions throughout the country.

About the only comment in order on the above statement from Ottawa is that June bids fair to show up even better, because bank clearings and railroad earnings have shown huge increases during that month. Business is good with us. Cameras are in wonderful demand, from the humble Brownie to the lordly Special Kodak and Graflex—we are hard set at times to fill orders for cameras.

If business is good with us, it follows that business must be good with the majority of our dealers, for we sell only through dealers. To the small number of dealers who seem to have lost faith in the camera purchasing ability of their fellow citizens, we say this is the time to revive your faith, for we are sure that any dealer in any town can sell cameras in 1916.

The country is prosperous, the people all have money, they want cameras and they think first of Kodaks because they are so often reminded by Kodak advertising: the next step is up to you—have the goods in stock and show them, for that's the only way to meet inquiries to the material satisfaction of both parties.

"*Kodak on the Farm*" will make the farmer's family want a Kodak or Brownie. Get the booklet into the farmer's home—he can afford to buy pretty near anything his family wants.

One hit after another, now The 2C Autographic Kodak Junior.

You heard about this youngster of the Kodak family, in the May *Kodak Trade Circular,* but we didn't make much noise at the time, for it was not ready for the market. But here it is, and if the whisperings that have been going the rounds by those who know a big thing and recognize it,—are to be credited, —this is the most important announcement we have ever made of a new size. We say this advisedly and with all due respect to the popularity of the 3A.

Nothing fits the description of the advantages of the new 2C as does the expression,—"A new size that fits the view." For example: A square is uninteresting, plain and severe. If you extend two of its sides until it becomes slightly rectangular (like the $3\frac{1}{4}$ x $4\frac{1}{4}$ size), you have enhanced the appearance. Extend them still more until the rectangle attains the proportions of the new 2C ($2\frac{7}{8}$ x $4\frac{7}{8}$ inches) and the form is not only more pleasing to the eye, but the shape lends itself to an infinitely greater number of photographic compositions.

In the 2C, the rectangle corresponding to the picture size was carried to just the right point, and that's why the size and shape will sell the 2C Autographic Kodak Junior.

Very shortly the advertising wires will be humming the message of the 2C Junior. Have the goods in stock ready for the answering call.

Be prepared.

From the Kodak Catalogue.

Though regularly supplied with meniscus achromatic lens, the camera, if desired, will be fitted with either Rapid Rectilinear or Kodak Anastigmat, f. 7.7 lens, the latter giving the advantages of a fine anastigmat equipment at a low price.

The shutter is the Kodak Ball Bearing with cable release, working at speeds of 1-25, 1-50 and 1-100 of a second, also for "bulb" and time exposures. The leaves of this shutter, opening in the shape of a star, admit the maximum of light for a given exposure.

The camera has the Kodak characteristics of simplicity, compactness and reliability, and offers the Kodak high standard of efficiency. It has automatic focusing lock, a finder of the new collapsible, reversible type, and two tripod sockets. The back and bed are of aluminum, covered with fine seal grain leather, black leather bellows, and metal parts in nickel and black enamel.

DETAILS. For rectangular pictures, $2\frac{7}{8}$ x $4\frac{7}{8}$ inches. Capacity, 10 exposures without reloading. Size of Kodak, $3\frac{1}{4}$ x $4\frac{3}{8}$ x $8\frac{3}{4}$ inches. Weight, 38 ounces. Lens, meniscus achromatic, $4\frac{3}{4}$ inch focus. Also supplied with R. R. or Kodak Anastigmat, f. 7.7 lens, $5\frac{3}{4}$ inch focus, if desired. Shutter, Kodak Ball Bearing with cable release. Brilliant reversible collapsible finder. Two tripod sockets. Black leather bellows.

PRICE

No. 2C Autographic Kodak Junior, with meniscus achromatic lens and Kodak Ball Bearing shutter,	$12.00
Ditto with Rapid Rectilinear lens,	14.00
Ditto, with Kodak Anastigmat, f. 7.7 lens,	19.00
Black Sole Leather Case, with Strap,	1.75

Claims for Broken Goods

A manufacturer directs our attention to the fact that some retailers are in the habit of making claims for broken goods to the firms from which they purchased the goods instead of to the transportation company as they properly should. Such dealers should remember that when a wholesale or manufacturing firm delivers goods to a railway company in good order and they are accepted, that they have carried out their part of the contract and if there is any damage to the goods in transit that the railroad company is responsible and liable, and the claim should be put to them.

The big difficulty is that the breakage of goods is frequently not noticed until a considerable time after delivery on account of the dealer not having need to open them up and then the railroad company is likely to disclaim all liability. The dealer naturally thinks that he should not be out the value of the goods broken and puts a claim for same in to the firm from which they were purchased.

It is manifestly unfair for a wholesaler or manufacturer to have to make good for articles shipped in good condition, just as it is for the retailer to have to pay for goods that come to him in a broken or unsaleable condition. It is purely up to the railroad company to make good and the claim should be made to them.

However, as one dealer said to the writer recently, "It is easy enough to put in a claim, but not always so easy to collect it." This is quite true, for railroad companies object vigorously to paying claims unless the damage was noticeable on delivery and a notation of same made on freight bill. However, they are the parties that should pay, and losses should be put up to them and not to the wholesalers and manufacturers. — *The Retail Druggist.*

N.B.—Our quotations are f.o.b. Toronto. We don't undertake safe delivery, therefore what's said above applies most aptly. However, we are at all times willing to assist our customers in securing settlements of claims for goods damaged in transit to the extent of furnishing promptly the papers that are usually required to establish such claims.

Price Reductions

Following are the latest prices on the chemicals named:—

Potassium Bromide

1 oz. Can	$ .50
¼ lb. Can	1.80
½ lb. Can	3.50
1 lb. Can	6.75

Trade Discount, 25%.

Potassium Iodide

1 oz. Bottle	$ .60
¼ lb. Bottle	2.25
½ lb. Bottle	4.40
1 lb. Bottle	8.60

Trade Discount, 25%.

Powdered Alum

1 lb. Carton	$ .22
5 lb. Can	1.05

Trade Discount, 25%.

Citric Acid Powdered

1 oz. Bottle	$ .17
¼ lb. Bottle	.45
½ lb. Bottle	.85
1 lb. Bottle	1.60

Trade Discount, 25%.

Important

In this year's catalogue we listed the No. 3A Folding Brownie, not Autographic, same model as has been listed for several years, in the expectation that we would have enough of them to last until the new No. 3A Folding Autographic Brownie was ready for the market.

The stock of No. 3A Folding Brownies, however, is now exhausted, and the new No. 3A Folding Autographic Brownie will hardly be available before the latter part of August, which means that there will be quite a gap between the stoppage of the old model and the introduction of the new Autographic model.

We make this announcement quite frankly, so that dealers may be posted, and we would suggest that orders be placed at once for the new No. 3A Folding Autographic Brownies, to be filled as supply is available.

Prices on the new model will be $10 for the camera with single lens, $12 for the camera with R.R. lens. The new No. 3A Folding Autographic Brownie will have round corners.

Hydrochinon Down Again

Effective June 15th, we reduced the price of Hydrochinon to the figures below. Orders accepted for any quantity:

1 oz. container	$ .75
¼ lb. container	2.75
½ lb. container	5.35
1 lb. container	10.50

Trade Discount, 33⅓%.

Discount Reduced

The higher cost of stock has compelled us to reduce the discount on Kodak Negative Albums from 40% to 33 1-3%.

Dry Plates

The demand for 7 x 17 and 8 x 20 dry plates is increasing, and we now establish "case" lots on these sizes as follows:

7 x 17—4 dozen in a case, packed in boxes of half dozen plates each. List price, per dozen - $4.95

8 x 20—3 dozen in a case, packed in boxes of half a dozen plates each. List price, per dozen - $12.65

The proportions of these plates make it highly desirable that dealers should order in case lots to avoid breakage in carriage, which is apt to occur where single boxes of these long narrow plates have to undergo rough handling in transit.

Eastman Printing Masks

For 2C (2⅞ x 4⅞) negatives:

	Size Outside	Size Inside	
No. 8C....	5 x 7	2⅜ x 4⅜....	$ .10

Trade Discount, 33⅓%.

Business Getters

We offer quite a variety of booklets to help our dealers get the business. Each and every one of them is a high-class production that is got up in form to command attention and arouse interest. Any quantity of each, in reason, supplied with your imprint gratis. Interesting booklets distributed with discrimination are sure to bring returns.

How many of these can you use?

Kodak Summer Booklets,
Premo Summer Booklets,
Kodak on the Farm.

You, like every other merchant have to contend with changes in your staff, and really one has but little choice in securing assistants to take the place of those who leave.

The KODAK SALESMAN

will help your "green" assistants to be of greater service to you, both in the Photographic Department and in the Store generally, for it tries to teach sound principles of general business as well as the selling of Kodak goods.

No better groundwork can possibly be given to a newcomer than by allowing him to have access to your files of "*The Kodak Salesman*". Many doubts and difficulties of a character which are daily occurring to the salesman, are explained by this helpful little monthly, which came into being expressly for his assistance.

Incidentally, we would appreciate a corrected list from you, showing the names of your present assistants, so that we may alter our mailing list to correspond.

All Kodak Film Now Speed Film

When we began the manufacture of "Speed" film it was decidedly faster than our regular N. C. emulsion. There were, however, some particulars, such as uniformity and keeping quality, in which it was more difficult to control than the old reliable "N. C." You will remember that in order to protect you and your customers, we did not give it as long a dating as was given the N. C. film. We were inclined to make haste slowly.

Meantime we have gradually increased the speed of our N. C. emulsion until it has come up to that of the Speed film—and this without the loss of its keeping qualities—or other good qualities. So, now, all Kodak film is speed film and the special speed emulsion has been discontinued.

Owing to the wide latitude of Eastman film under conditions of *over-exposure,* your customers are in no danger of getting into trouble with this film. It is a peculiar fact in practically all negative emulsions that they will not stand for much less than the normal exposure and still give good results, but they will stand for a lot of over-exposure. As your developing and printing department will tell you, a large percentage of the failures are the result of under-exposure. There are few failures from over-exposure. Therefore, if your customers will only keep on giving the same exposures as heretofore, *not* cutting down on account of Speed film, the average results will be greatly improved.

As a matter of fact, on a normal exposure, it would always have been difficult for you to detect any difference between the Speed and regular film. On under-exposures of the same subject with the same light, same stop and same shutter speed, the difference was very marked. You might have difficulty in proving up this fact to-day, because, as above stated, we have been gradually bringing up the N. C. film to the Speed film speed—and the goods on your shelves are therefore practically as fast as the film now marked "Speed."

The advantage to you will be that you won't have to carry two kinds of film. The advantage to your customers will be better average negatives because more fully timed, and this in combination with the good keeping quality of the dependable N. C.

Just tell them that Speed film will help out a bit on cloudy days but that they need not cut down on bright days for fear of over-exposure—and they will get results.

The soldier boys at the front would like

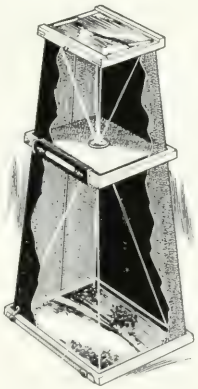
Vest Pocket

pictures of the home surroundings.

Your customers can easily get what they would all be glad to have—

Large Pictures from their Small Negatives

by using the Brownie Enlarging Cameras. Show them and push them for they will create a big demand for Post-Cards and Velox and Bromide in the larger sizes when the vacationists return with hundreds of negatives from which they will make enlargements if only you make them realize how simply these cameras do the work. There's a good deal of extra profit coming to the dealer who will specialize on getting the enlarging cameras into use, for it always is profitable to show your customers how to get results they deserve. "*Bromide Enlarging with a Kodak*" will help along the same good work.



How it Works

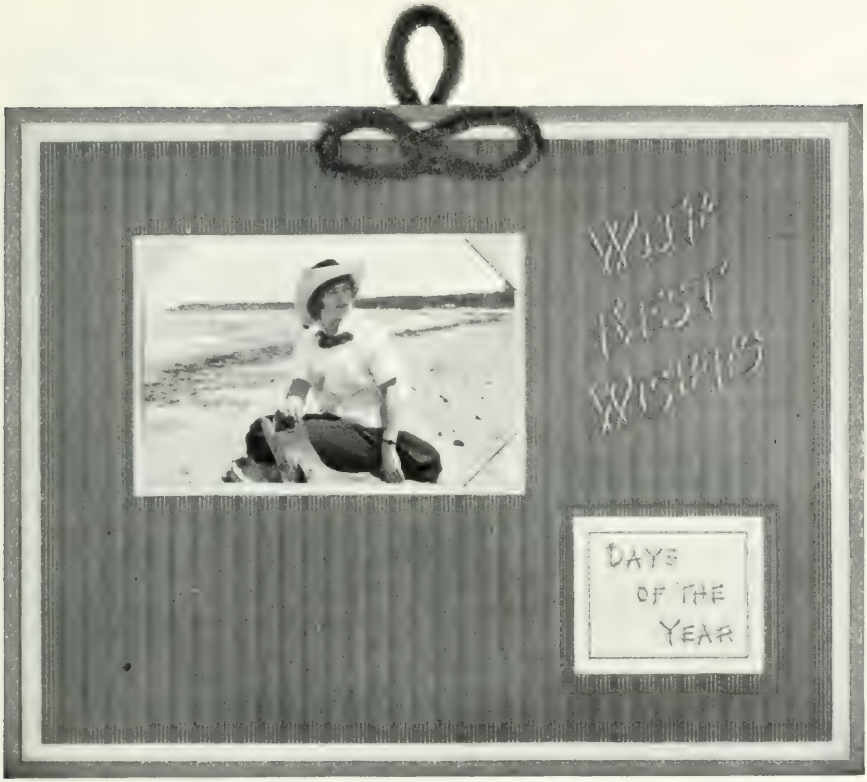
Kodakery is carrying the message of enlarging. Will you work with it?

The Olympic Calendar

There are many dealers who specialize on selling Calendars at the Holiday season, because the turn over in these goods is well worth having, and for the further reason that the sale of Calendars promotes the sale of paper, chemicals and sundries, not forgetting the extra push it gives to the trade in developing and printing.

The secret of success is in getting an early start and working the trade up steadily from early October till the Holidays arrive.

This year we are offering a splendid new design that will surely find a ready sale. The Olympic Calendar is made of a Bristol board flap,



tinted and embossed, which is mounted on a heavier back board or support, showing a ⅛ inch margin all around the flap. The back board is, of course, of deeper hue, to afford a pleasing contrast with the flap. The easel back is a valuable feature of this design. The Calendars may be had in two color schemes, dark gray or dark brown.

A new departure is the method of holding the prints in place—by inserting them under raised corners, from which they can't escape.

The illustration affords a clear idea of the general make up and quality of these goods, and your attention is particularly invited to the embossed message on the flap. Ready for shipment September 15th. Place your orders early to ensure getting the Calendars promptly.

THE PRICE:

Horizontal or Vertical	For Prints	Price per 100
V.P.K.	$1\frac{5}{8}$x$2\frac{1}{2}$	$11.00
No. 1	$2\frac{1}{4}$x$3\frac{1}{4}$	11.00
No. 1A	$2\frac{1}{2}$x$4\frac{1}{4}$	12.00
No. 3	$3\frac{1}{4}$x$4\frac{1}{4}$	12.50
No. 3A	$3\frac{1}{4}$x$5\frac{1}{2}$	14.00

Packed 25 in a box.

Trade Discount, 40%.

Pads—For Calendars of previous years—one size (i.e., $1\frac{5}{8}$x$2\frac{3}{4}$), in either gray or brown, per hundred $1.50

Trade Discount, 25%.

F. 7.7 Lenses for Old Cameras

There seems to be a misunderstanding on the part of some dealers as to the cost of fitting the Kodak Anastigmat *f*. 7.7 lenses to old cameras.

By way of illustration, let us take the 3A Kodak. Fitted with R.R. lens and Ball Bearing shutter, this Kodak sells for $22.50, and with *f*· 7.7 lens and Ball Bearing shutter, for $27.50, the difference in cost of the two lenses being $5.00. This, remember, is for new equipment.

In some instances customers have inquired the cost of fitting their old Kodaks with *f*. 7.7 lenses, and the dealer has assured them the cost would be $5.00.

This is not the case.

The cost of the Kodak Anastigmat *f*. 7.7 lens, when supplied for cameras not originally fitted with the lens, is $10.00, subject to a discount of 32%. Please see that your customers understand the price to be $10.00 and not $5.00.

Credits

When returning goods to us for credit it would help us very materially if you would give the date the goods were received by you and also the invoice number covering the original shipment.

Such a record should be kept anyway as a matter of form and by giving us this information when the goods are returned, it will save a lot of time at this end, in looking for the shipping record.

Kodak Lamp Shades

Are printed on a white translucent stock, through which an electric drop-light will effectively outline against a solid black, the reproduction of a Kodak and a Film Carton, in great display strength.

The Shade presents two faces carrying the reproductions mentioned, as well as appropriate lettering, white against black, and is so died-out that all you have to do to put the Shade in use is to insert a bulb through the opening in the flaps that form the top: the shade will then hang from the socket, when the bulb is screwed up. Of course, the bulb itself is not visible, while the white reverse sides of the Shade serve to throw the light down on the goods below.

These Shades are offered only to those dealers who have electric light, for they are useless with gas or other kinds of lighting. Sent on request only. How many please?

Film Orders

It makes for speed and accuracy when film is ordered in multiples of twelve, as the rolls are packed in dozens or multiples of a dozen. Please order film by the proper numbers. Orders are entered and the stock shelves are arranged on the same plan of numbers as the films carry. Be sure to keep a film schedule card at hand for a glance at the schedule often avoids error and the subsequent annoyance and loss of sales.

Artura Developer Powders Nos. 1 and 2

We are now in a position to supply Artura Developer Powders, Nos. 1 and 2 in limited quantities, though sufficient, we believe, to fill normal requirements. These powders are for professional use only, and are producing good results on all Artura and Azo papers. For Azo paper, prepare the developer by using the amount of water and Bromide specified in the directions for Artura Iris.

PRICES

Artura Developer Powders, Nos. 1 and 2.	
No. 1, per cartridge	$ .07
No. 1, per box of 6 cartridges	.35
No. 2, per cartridge	.14
No. 2, per box of 6 cartridges	.70

Eastman Dental Film Clips

The Dentist or Roentgenologist, doing X-Ray dental work, will find these little Dental Film Clips a great convenience, not only during the developing, fixing and washing of the films but in drying as well.

They are light in weight and instantly attached or detached. Keep the supplies used for X-Ray work in stock. It will pay you to add this to your profits.

PRICE

Eastman Dental Film Clips:	
Per dozen	$1.00
Discount	25%

Pictures at the Picnic

The sack race, the ball game, the tug of war, the amusing incidents of the days—here are opportunities that

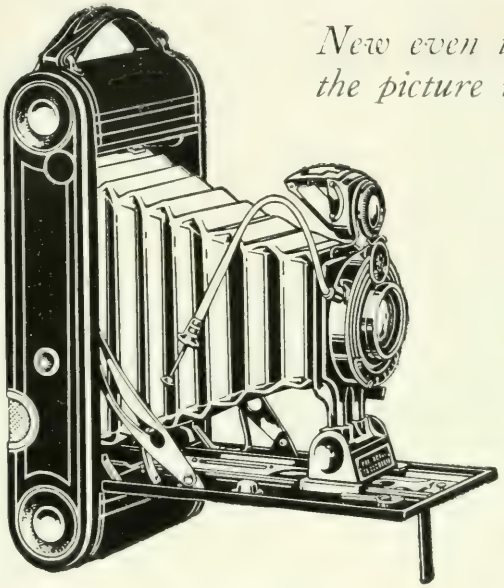
KODAK

will realize to the full.

Kodaks from $7.00 up.
Brownie cameras from $1.25 up.

RICHARD ROE & CO.

Single Column Cut—103 B.
Double Column Cut—103 A.



New even to the size of the picture it makes.

Price,

$12.00

The No. 2C Autographic Kodak Junior

The thing that strikes you instantly is the instrument's compactness. Your eye tells you that it will fit the pocket with space to spare.

And then it makes the new size picture—2 7/8 x 4 7/8 inches. 2 7/8 inches and 4 7/8 inches bear the same relation to each other as 3 1/4 and 5 1/2 inches, (the post card size picture made by the 3A Kodak. The No. 2C picture has the standard post card proportions on a slightly smaller scale—a new size, a shape that's standard, and *pocket* convenience.

RICHARD ROE & COMPANY.

Single Column Cut No. 209 H Double Column Cut No. 209 G

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIII. No. 4 TORONTO, CANADA August, 1916

KODAKERY.

That little magazine, Kodakery, is the silent partner of your business, working among your customers in a quiet, unobtrusive, suggestive way. It starts work with the sale of a Kodak, Brownie, Premo or Graflex camera and continues to create the desire for the materials with which to make better and better pictures.

Your assistants can use Kodakery as a means for making sales, and after the sale is made Kodakery keeps right on working for one year with the purchaser of any one of these cameras.

Get the Customer's name on the dotted line.

A New Developer For Vertical Tanks

The fact that Elon and Elon substitutes have practically disappeared, has led to a series of experiments in the Kodak Laboratories, with the result that a formula for Pyro Soda has been worked out, using as its essential principle what is called "Neutral Sulphite." The formula is as follows:

Pyro	12 ozs.
C. K. Co. Sodium Sulphite	4 lbs.
C. K. Co. Sodium Bisulphite	12 ozs.
C. K. Co. Sodium Carbonate	1 lb.-4 ozs.
Potassium Iodide	50 grs.
Water up to	10½ gals.

The following instructions *must* be strictly followed, as the keeping qualities of this developer depend entirely upon the method of making it up.

Dissolve the Sulphite in two galgons of hot but *not* boiling water. When dissolved, add the Sodium Bisulphite and then boil for five minutes. Cool down to about 70° Fahr. and add the Pyro. Dissolve the Carbonate in one gallon of warm water, then add the Iodide. Pour these two solutions into the tank and then fill up with water to the top as usual.

The most satisfactory temperature for developing is 65° Fahr., and it should not be used below 60°. The time of development at 65° is about thirty minutes.

After the developer has been used for two batches it will be necessary to strengthen it with every batch. The strengthening solution is made by dissolving the chemicals given in the following formula. Exactly the same methods must be followed as when preparing the first developer.

Pyro	½ oz.
C. K. Co. Sodium Sulphite	2 ozs.-300 grs.
C. K. Co. Sodium Bisulphite	300 grs.
C. K. Co. Sodium Carbonate	6 ozs.-100 grs.
Potassium Iodide	8 grs.
Water up to	120 ozs.

One to one-and-a-half ounces of the strengthener should be added for each rod of spools developed.

In order to prevent rods from staining films, they should occasionally be dipped in melted paraffine in order to keep film from coming into contact with metal.

It is important to note that the hand should be passed between the backs of the films to prevent any possibility of the gelatine surfaces adhering. Also, in districts where the water is hard, it is advisable to sponge the films before hanging them up to dry.

The usual acid fixing bath should, of course, always be used. The publication of this formula will no doubt be welcomed by those dealers who have feared that the shortage of Elon would handicap them in their developing and printing department.

In these formula gallon means U.S. gallon.

NOTE. If at any time the addition of strengthening solution, sufficient to keep bulk up to proper standard, has a tendency to produce too strong negatives, reduce quantity of strengthener and add water according to judgment. This developer will keep four or five weeks, depending somewhat on the number of films developed.

Keep Your Cash Register Busy

Have you ever noticed a customer when you were ringing up a sale? Invariably the eyes follow the cash register. The accompanying illustration shows how one dealer made his cash register work overtime by putting on it the famous slogan, "Take a Kodak with you," instead of the usual firm name.

Here is an idea that is worth trying and if your cash register is in a position where it can be plainly seen, the sign will work to your advantage.

Oiling Shutters

The simplest way to put a shutter out of business is to oil it. All shutters supplied on Kodaks, Brownie and Premo cameras are adjusted to work perfectly, in all climates, without any lubrication whatever in any part of the shutter. Oiling a shutter will invariably put it out of working order.

From time to time shutters are sent in for repairs, and it is more often that oil is the cause of the trouble, than any real defect.

Instruct your assistants to warn customers against this practice. The only attention these shutters require is keeping them free from dust and moisture.

The price of wheat is soaring upwards, and so is the price of all kinds of live stock. The farmer can buy what he wants. Persuade him to buy a Kodak.

You can get, easily and inexpensively, what you'd like to have—

Large Pictures from Your Small Negatives

by using the Brownie Enlarging Cameras. They will give good, clear enlargements from your small films by a process that's practically as simple as making contact prints. Ask us to show and explain these Cameras.

RICHARD ROE & CO.

Do You Want to Benefit?

Many dealers have expressed most appreciative opinions of the value of *The Kodak Salesman* in familiarizing their assistants and themselves with the finer points of selling Kodak goods. Such dealers see to it that every person in their employ, whose duty it is to sell goods, receives a copy, and that is easily done, for all that's necessary is to send us the names of your assistants, to whom you wish us to send the *Salesman*.

Because there's no expense to you, you should not hold the magazine lightly. It is most emphatically *not* a case of something for nothing—worth nothing. The *Salesman* is worth a good deal to you, because, for one thing, it helps your staff to get more business from every sales-chance, and therein lies a point of advantage to you, for that's how volume of sales is built up.

Window-display ideas of sterling merit are discussed and illustrated—that, too, counts in getting bigger business.

In short, the *Salesman* inculcates sound, practical business knowledge, the stuff that is of value to the retailer in making his sales and profits mount higher, through better co-operation of his assistants.

If you want to benefit, all you have to do is to give us the names of your assistants—the cost to you will be a three cent stamp, plus five minutes of time. The return? Well—try it and see.

Albums for prints and Albums for negatives are in line for timely pushing—this is the genuine season for selling such goods.

On Again

We are glad to be able to announce the restoration to the market of those popular developers, Nepera Solution and N. A. Velox Liquid Developer, in sizes up to half-gallon bottles. We can furnish only reasonable quantities of each and are not yet able to supply them in five-gallon containers. On account of high cost of raw materials, we are compelled to raise the prices, which will now be:

Nepera Solution

4 oz. bottle	$ .40
16 oz. bottle	.90
½ gal. bottle	2.40

N. A. Velox Liquid Developer

4 oz. bottle	$ .38
16 oz. bottle	1.15
½ gal. bottle	3.00

Trade Discount remains unchanged.

Suspended

A prohibition of export by the British Government renders it impossible to obtain further supplies of Wratten & Wainwright Panchromatic Plates from London.

While the Panchromatic and Process Panchromatic brands of this line are being made in Rochester, N.Y., the laid down cost is so high, in comparison, as to make the selling price, apparently, prohibitive; for the reasons cited we shall be unable to keep up our stock of these plates, but we hope to be able still to supply W. & W. sundries, dependent on the trans-Atlantic shipping service.

Season's Greetings

A problem that takes a good deal of thought to solve is that of remembrances to one's friends at the Holiday Season. Gifts are inappropriate in so many instances, quite apart from the expense that an infinite number of small yet suitable gifts would involve. Could anything be more in place in such circumstances than a neat card carrying a snap shot of some person or scene of interest to the sender and his friend?

Remembrances such as that suggested are informal, but yet in good taste, lending a touch of real friendship to the exchanges of the Season.

The illustration shows the design we are offering for use at the forthcoming Holiday time. The Cards are made on the slip-in or insert style, the whole giving a folder effect. The cover is of cream eggshell stock, carrying an embossed floral design in colors; around the edge of the cover board runs a neat border of red, which throws the design into prominence. The insert under which the print is slipped, is made of white stock, the aperture for the print being surrounded by a sunken margin, broken by a narrow line of red. Attention is called to the depressed name space, which is so placed as to go well with either vertical or horizontal pictures.

The whole effect is one of high quality and good taste. We urge you to feature these Cards in the weeks preceding Christmas. Cards will be ready for shipment around October 1st, and we suggest that you place your order now.

Prices

	Size Outside	For Pictures	Per Hundred
No. 0	3⅝ x 5⅜	1⅝ x 2½	$10.00
No. 1	5 x 6½	2¼ x 3¼	12.00
No. 1A	5¼ x 7½	2½ x 4¼	13.50
No. 3A	6¼ x 8¼	3¼ x 5½	15.00

Trade Discount, 40%.

Supplied in any quantity desired.

To the Small Town Dealer

Did you get the new sheet of cuts we sent you recently? And have you examined it carefully?

For 1916, we decided to produce a sheet of cuts that would offer to dealers in every locality, illustrations of a character that will give strength to their local advertising. We paid special attention to farming scenes, and our advice to you is to go right after business from the farmers in your newspaper advertising, using these electros to give point to your ads. Back up your newspaper efforts by thoughtful use of *"The Kodak on the Farm,"* of which we are ready and willing to supply any quantity in reason, carrying your imprint on the back. The coming fall fairs afford a splendid chance for distributing these booklets effectively.

What would it mean to you to have, in every farm home nearby, a copy of this booklet carefully read? A big increase in your camera sales and a continuing big business in films and other supplies.

The business is there to be got—the farmer can buy what you make him want—you have the ammunition to get the business, and it's worth having. Will you get it?

Keep Going

You ought not to be one of the few dealers who are planning to restrict the demand for photographic goods next month by abandoning their displays and ceasing their efforts to make sales. A minority, that grows smaller year by year, figures that it is a serious invasion of the rights of hoary 'Precedent' to make any attempt to sell cameras, etc., after Labor Day.

Get the Portrait Attachments working this Fall—we offer you a dandy helper in *"At Home With the Kodak."* Flashlight work, properly boosted, will improve the demand for film, paper, chemicals, etc.—for this, too, you have another dandy—*"By Flashlight."*

Discontinued

The manufacture of No. 0 Premo Jr. Cameras has been discontinued and our stock is exhausted, so that we are unable to accept further orders for these cameras.

Chemicals

Potassium Bromide—prices have been recently reduced to the figures below:

1 ounce can	$ .22
¼ lb. can	.65
½ lb. can	1.25
1 lb. can	2.40

Trade Discount, 25%.

Hydrochinon—prices lowered to these figures:

1 ounce can	$ .65
¼ lb. can	2.35
½ lb. can	4.55
1 lb. can	9.00

Trade Discount, 33⅓%.

Cable Release Changed

Heretofore the Cable Release for No. 1 Autographic Kodak Jr. has been the No. 1, with a length of five inches. Hereafter, the Cable Release for this camera will be one of three inches length, known as No. 13.

No. 127 Film

Please bear in mind that this film fits both the V.P.K. and No. 0 Brownie camera.

"The Kodak on the Farm"

is the title of a little booklet that is yours for the asking. It shows by pictures and tells by the reading matter how you can increase the pleasure and the profit that comes from living on your farm. Be sure to ask for your copy next time you are in town.

JOHN DOE & CO.

THE OLYMPIC CALENDAR

Lest You Forget!

Place your order early so as to be sure of getting the goods in ample time. Shipments will begin September 15th. For detailed description see pages 8 & 9 of July *Trade Circular.*

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIII. No. 5 TORONTO, CANADA September, 1916

A SPECIFIC REMEDY.

From time to time dealers consult us as to how they may increase the business of their Kodak Departments, because they feel that more can be done, but just how to achieve the greatest improvement sort of puzzles them.

To such inquiries we are always careful to answer that we know of no magical formula that will accomplish the desired betterment, but we do know of a plan that in our experience has proved practically a specific remedy for an ailing or drooping Kodak Department, and that plan is just this—to give to the customer such thorough going satisfaction in his pictures that his enthusiasm is maintained and quickened. That enthusiasm proves infectious and spreads.

We could give many instances of unsatisfactory Kodak Departments restored to profitable vigor by the dealer undertaking that his customers get satisfactory pictures from their exposures: *i.e.*, his Finishing Department gets the best results from their exposures, as well as enables him tactfully to advise them how to avoid errors of omission or commission.

There never yet have been enough *good* finishers to take care of the trade, and this is pre-eminently the case in 1916. The Finishing business of 1917 promises to exceed this year's.

We have no recollection of a case where a dealer had to give up doing good finishing for lack of work. We have known many cases where the work was given up because there was too much of it—took too much of the dealer's time.

Dealers in some places hesitate because they doubt if there'll be business enough. A talk with the Postmaster will probably show that there's a bushel of spools going out of town to be finished. If the local man will do good work at fair prices, he can keep that trade at home, and the wagging tongue of good report will generally send to him business aplenty.

To the dealer who feels he should get more business from his Kodak Department, we say—"Finish your customers' films." It is a direct and effective booster of sales across the counter, as well as a good amasser of profits for Amateur Finishing well handled is highly profitable, and pays the rent or most of it in many cases.

The Last Word in Brownies—The 3A Folding Autographic.

The Folding Brownie line is now completely Autographic. In the July *Kodak Trade Circular* brief mention was made of the new 3A, though it was not included in the catalogue. Knowing the rush of orders that would follow its announcement, we have not until now felt justified in pushing it.

The old 3A, the largest of the Folding Brownies, enjoyed the reputation of being one of the most popular cameras ever offered, but with about one-half the bulk of the former model, with the new round ends, the Brownie Ball Bearing shutter with cable release, the limit of compactness and *Autographic,* the new 3A is sure to outdo the best traditions of its former self.

Just as soon as we can start the machinery of advertising in motion the new 3A Folding Autographic Brownie will be heralded from one end of the country to the other and the demand will be heavy.

We are hopeful of being able to take care of orders now, so get your stock lined up before the demand overtakes you.

Descriptive

It has a fine quality meniscus achromatic lens, or if desired, will be equipped with Rapid Rectilinear lens. The shutter is the new Brownie Ball Bearing with cable release; has time and "bulb" actions and snap-shot speeds of $\frac{1}{25}$, $\frac{1}{50}$ and $\frac{1}{100}$ of a second, and is supplied with Kodak Autotime Scale as an aid to correct exposure.

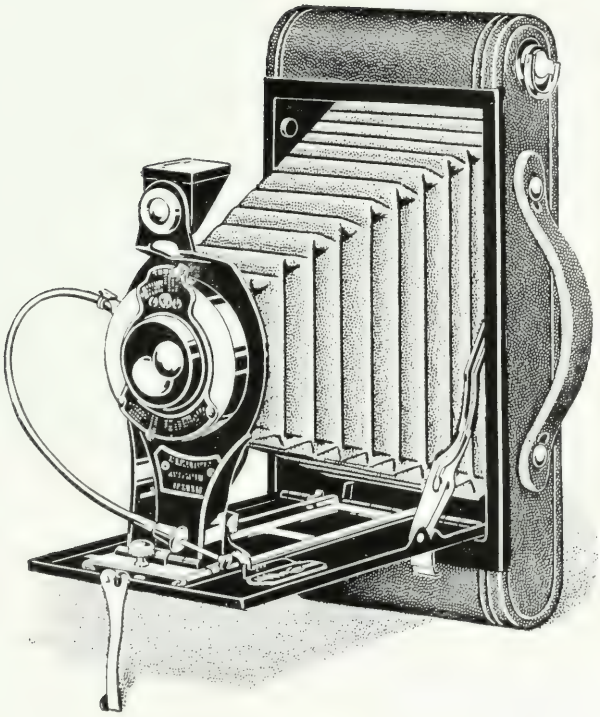
The camera loads in daylight with ten, six or two-exposure Autographic Film Cartridges (No. A 122); has an automatic focusing lock which permits the quick focusing of objects at any distance. Has reversible finder, two tripod sockets, carrying handle; is constructed of metal, covered with a fine quality imitation leather, bellows of black leather, nickel and black enamel fittings and is carefully made and finished throughout.

The No. 3A Folding Autographic Brownie is so simple to operate that anyone, even without experience, can secure good results with it, from the very start.

DETAILS. For rectangular pictures, 3¼ × 5½ inches. Capacity, 10 exposures without reloading. Size of camera, 4¼ × 4⅝ × 9⅞ inches. Weight, 38 ounces. Lens, meniscus achromatic. Also supplied with Rapid Rectilinear lens if desired. Shutter, Brownie Ball Bearing with cable release, also equipped with Kodak Autotime Scale. Reversible finder, two tripod sockets, automatic focusing lock, black leather bellows.

PRICE

No. 3A Folding Autographic Brownie, meniscus achromatic lens and Brownie Ball Bearing shutter	$10.00
Ditto, with Rapid Rectilinear lens,	12.00
Carrying Case for No. 3A Folding Autographic Brownie, - - -	1.00



A Booster for the Fall.

The 3A

Folding Autographic Brownie.

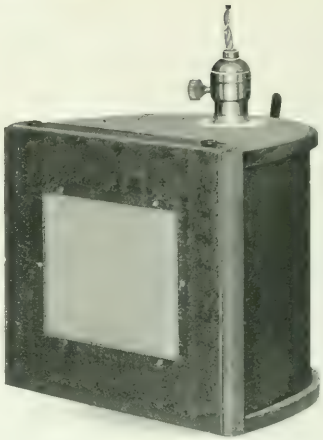
The Focusing Point in our Advertising.

Just as when you take a Kodak picture, you focus upon the object to be photographed, so also is the Kodak Advertising campaign focused upon the dealer, as the means for closing the sale.

Since the days when amateur photography was first known through the slogan—"you press the button, we do the rest," Kodak Advertising has told and retold the story of Kodakery to millions of thrifty readers, in a simple yet forceful way, always with the suggestion, "Go to your Dealer," or words to that effect.

This constructive advertising is designed to build up your business as well as our own, by making prospective customers of the interested people in your locality. This is as far as we can go, but it is an easy matter for the dealer to take the next step and "cinch" many a sale that has almost been made by our magazine advertising, by letting the prospect know *who you are, what you are* and *what you do,* through your local advertisements.

We do not simply give you the benefit of any selling force there may be in these magazine advertisements and let it go at that, but a step or two further by supplying attractive literature, window cards, window signs, enlargements and last but not least, advertising cuts, all of which have sales force sufficient to pass muster in a department of advertising specialists. In our judgment, all of these will help to get the customer into your store, and, after all, that means successful advertising.



Not New, but Timely.

As the name indicates, this Illuminator affords a convenient means for giving accurate and even exposure when enlarging with the Brownie Enlargers. Collapsible when not in use, the Illuminator is a semi-circular, light-proof box when set up, the inside walls being a bright white color, to intensify the light from the electric bulb. A diffusing screen is placed in front, and all that's necessary for satisfactory use is to place the negative end of the Enlarger against the glass screen. A hinged flap of ruby fabric serves to convert the Illuminator into a useful lamp for developing. Complete instructions go with each outfit, and wherever electricity is available, you should push these handy devices for the sake of the greater paper business they will create.

The price of the Brownie Enlarging Camera Illuminator, without bulb, is $3.50. Trade discount 25 .

We have withdrawn the Advertising Tape offered to dealers, because it seems that many dealers have a similar article of their own.

Belt Case For Vest Pocket Kodak.

With the new belt case, here illustrated for the first time, though announced before in the *Trade Circular*, the little Vest Pocket Autographic Kodak—which weighs only nine ounces,—may be carried anywhere in security, without encroaching on other carrying accommodations.

The belt case solves the question of Kodak accommodation for anyone on a hunting, fishing or canoeing trip, where space—even for the Vest Pocket—is limited. In fact, the demand originated from soldiers, who are great believers in the V. P. K.

It is made of extra heavy sole leather, tan color, and the back has a wide loop through which the belt goes, to hold the case right where the Kodak is easily accessible.

The case will have a ready sale among those of your customers who now have the Vest Pocket Kodak, and it should tend to boost the sales of the Kodak among sportsmen and those who have not heretofore had the means for conveniently carrying it.

PRICE

Belt Case for carrying Vest Pocket Kodak,	$1.50
Discount,	30%

Keep the Lens Clean.

Never let a camera go out of your store until you make sure the lens is perfectly clean. If your eyeglasses need cleaning everything looks gray, and if a camera lens is dirty or has finger marks on it, the film will register a picture that lacks brilliancy.

Further Price Reductions.

Hydrochinon.—We are now billing this developing agent at figures shown:

1 oz. can	$ .60
¼ lb. can	2.20
½ lb. can	4.30
1 lb. can	8.50

Trade discount, 33⅓%.

Potassium Iodide.—Prices reduced to figures below:

1 oz. bottle	$ .50
¼ lb. bottle	1.75
½ lb. bottle	3.40
1 lb. bottle	6.70

Trade discount 25%.

Error.

The new list price on 4 oz. bottle of Nepera Solution is thirty cents, not forty cents as stated in last issue.

Kodak Booth at the Canadian National Exhibition.

The Kodak Booth.

Opposite are two pictures of the Kodak Booth at the Canadian National Exhibition just held in Toronto. Most Canadians know that this is an annual affair—the largest annual Exhibition in the world, its supporters claim. Visitors were present from as far away as Australia and Brazil, and the general opinion is that this 1916 Canadian National Exhibition has been the best demonstration of what Canada can produce—from high explosive shells down to the finest mechanisms of peaceful pursuits.

Our booth was the centre of attraction for a great many photographers and dealers, who seemed to enjoy the display of large pictures from small Kodak or Brownie film negatives. By the way, if the prospects are properly developed, there should be many Graflex cameras sold this Fall, for they certainly were examined and re-examined by hundreds of visitors, many of whom spoke as if they would surely buy the favored model this Fall.

At Your Service.

Kodak on the Farm.
At Home with the Kodak.
By Flashlight.
Velox Booklet.

Distributed with proper discrimination, these booklets can't fail to produce good results on the trade of your Kodak Department. Notice we say *Department*—not side line, for it is profitable to consider these goods as constituting a full department, rather than a sort of side show in relation to the rest of your stock.

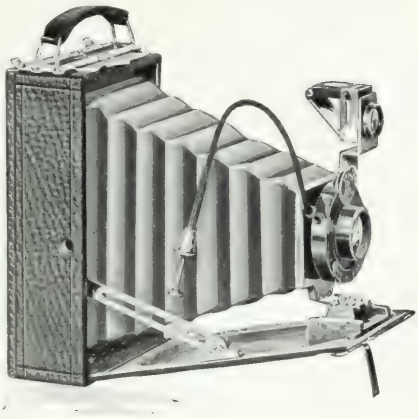


Illustration shows Camera with K.A. f.7.7 lens. With Single or R.R. lens, Shutter has trigger release only.

No. 1A Premoette Jr.

One of the most dependable cameras ever made for 2½ x 4¼ pictures. Measures but an inch and a half longer and three quarters wider than the picture it makes. Weighs 18 oz. and is equipped with brilliant, collapsible, reversible finder.

Black leather covering and black bellows—a camera of quality and simple efficiency.

The Price

With Single Lens, . .	$7.00
With R.R. Lens, . .	9.00
With K.A. 7.7 Lens . .	14.00

Kodakery

Is carrying advertisements of this camera. Have them on hand to meet the demand.

This picture might have been drawn from life for thousands of youngsters—even the very little folk—are making pictures, *good* pictures with a

BROWNIE

Playmates, pets, games, here's material for a chronicle of childhood that this efficient and simple-working camera makes possible.

Brownie cameras from $1.25 to $12.00.
Kodaks from $7.00 up.

RICHARD ROE & COMPANY

Single Column Cut—181B Double Column Cut—181A

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIII. No. 6 TORONTO, CANADA October, 1916

FOR GREATER PROFITS

Your assistants serve you for the wage you pay, but the most of them are also working to gain a better knowledge of business methods, thereby realizing the ambition that most everybody has to make himself of wider usefulness.

You can at once further this natural ambition on the part of your helpers and increase your volume of sales and profits by encouraging them to read publications like

The KODAK SALESMAN

which reflect the methods and policies of successful merchants all over the country.

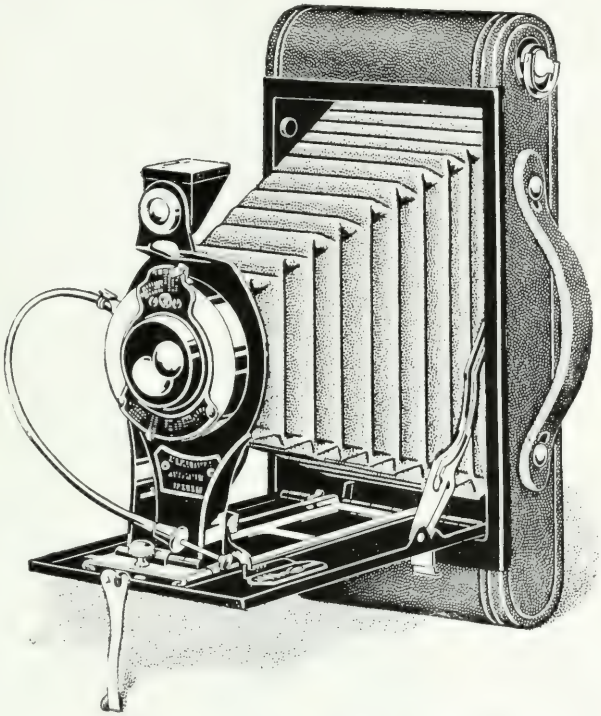
If it were practicable, you'd doubtless welcome the help of an expert salesman to coach your salesmen in the several lines. *The Kodak Salesman* mirrors the experiences and suggestions of thousands who are expert at selling photographic goods. Personal coaching being impracticable, *The Kodak Salesman* is offered, and it is really better than personal coaching, because any man might be a little too fond of his own pet theories, whereas the magazine impartially reflects proven methods, culled from thousands of stores.

At Kodak Heights

For a graceful appreciation of services rendered one would have to go far afield to find anything to surpass the tangible form in which the officers of the 127th Battalion, C.E.F., are expressing their gratitude for the accommodation we gave them and their men at our new plant last Spring.

Our readers will recall the pictures of military life at the Heights shown in *Trade Circular* numbers for April and May last. Col. Clarke and his men used the building for about four months, and when they departed we hadn't the least criticism to make of the condition in which they left the premises.

Above is a picture of the tablet the Colonel and his Officers have placed on the unit they occupied. The size is about 24 x 33 inches, of solid bronze with design and lettering in relief. We appreciate this token of their appreciation, for we have nothing but pleasant recollections of their stay, and we were mighty well pleased to serve them.



The No. 3$\frac{A}{=}$ Folding Autographic Brownie

(picture post-card size)

You'll rub your eyes in pleased amazement when we show you this latest Brownie.

The thinness and compactness of construction, the improved loading feature, the rounded camera corners—here's *near* Brownie efficiency.

Autographic, of course, all the Folding Brownies now are.

PRICES:

With Single Lens, $10.00. With R.R. Lens, $12.00.

RICHARD ROE & COMPANY

Single Col. Cut -221F Double Col. Cut -221C

Getting the Business

Cumulative effect is a wonderful thing. You see it working on all sides to the desired end. It is cumulative effect of the Allies' artillery that's bothering Fritz so much these days, and it is cumulative effect of swatting that has caused the household fly or *musca domestica,* as the doctors say, to diminish in numbers so rapidly during recent years.

The Huns simply have to yield to the unceasing and increasing fire, just as the fly can't flit at ease in the face of the countless and relentless swatters the Health Officers have got working.

Between shelling boches and swatting flies there's a wide field in which you may personally observe the operation of cumulative effect —especially in selling Kodaks, Brownies and Premos for Christmas presents.

How Many Can You Use on Your Mailing List?

No, it is not a bit too soon to start, for you know that Christmas presents are being bought right now, and the habit of early shopping is making great headway—cumulative effect again. Every other merchant in town will be competing with you for every last dollar of Christmas money, but you can gain an advantage with the suggestion of a Kodak, Brownie or Premo for the difficult places on the Christmas list.

Perhaps as good an introduction as could be wished for, would be a pithy letter to a carefully selected list of prospects, with which you send one of the miniature catalogues shown below. The size is 3½x5½, just right for the ordinary business envelope—the cover is in four colors and all the latest models of Kodaks and Brownies are listed, including the new No. 3A Folding Autographic Brownie. We have these booklets ready and could forward them by return, were it not for the short time taken to imprint your name and address.

Then follow up the suggestion by your displays from week to week, using local pictures to focus attention.

A second letter may be sent out with the forthcoming Premo booklet enclosed, as another follow-up, for many will then buy Premo Juniors, and Premoettes and Cartridge Premos, who may not have been quite decided by your first letter—another instance of cumulative effect.

Of course there's the cumulative effect of several million dollars' worth of advertising behind the idea of Kodaks for Christmas and we are going to help you again by a choice array of show cards and signs, quite apart from the use of lots of white space in magazines and other publications, to fix the suggestion firmly in many more minds.

Kodak publicity for Christmas will not be surpassed in excellence and volume by that of any other line. You can profit greatly from our work if you team up and begin at once to further the suggestion of Kodak, Brownie or Premo for Christmas.

The present combination of your efforts with ours, plus the cumulative effect of all the Kodak advertising of the past, will surely win out and make the suggestion bear profitable fruit.

Errors in the 1916 Condensed Price List

Page 13—No. 3A Autographic Kodak fitted with Kodak Auto Shutter, $27.50 instead of $27.00.

Page 17.—Film Plate Premo Special. Insert—Do., for $3\frac{1}{4} \times 5\frac{1}{2}$ negatives, $60.00.

Strike out the line appearing, which reads—Do., in $\frac{1}{2}$ gallon bottles or 5 gallon jugs . 25

Kodelon Developer

The continued scarcity of the coal tar developers has brought about a more or less general use of Pyro and Hydrochinon. But with the steady increase in the photographic business has come the demand for more developers of certain specific scope. The outcome is the new Kodelon Developer, here announced, which has been thoroughly tried and is being used at the present time in our own laboratories.

These tests have shown conclusively that the Kodelon Developer is one of the best available developing agents at the present time. The time of exposure and development is the same as with Nepera Solution.

Formula for Amateur Finishing

For Velox, Azo and other developing and Bromide papers.

Dissolve the chemicals in the order named:

Water	32 ounces
Kodelon	25 grains
Hydrochinon	90 grains
C. K. Co. Sodium Sulphite	330 grains
C. K. Co. Sodium Carbonate	$2\frac{1}{4}$ ounces
Potassium Bromide	4 grains

Use the full strength.

Formula for Professional Finishing

For soft developer for Artura Iris, Azo and other professional papers.

Dissolve the chemicals in the order named:

Water	40 ounces
Kodelon	10 grains
Hydrochinon	40 grains
C. K. Co. Sodium Sulphite	180 grains
C. K. Co. Sodium Carbonate	180 grains

Potassium Bromide saturated solution, 1 drop to each 2 ounces of developer.

We expect to be able shortly to supply Kodelon in ounce and quarter-pound containers:

PRICES

1 ounce	$1.10
$\frac{1}{4}$ lb.	4.00

Trade Discount, $33\frac{1}{3}$.

Your Auxiliaries

Velox Booklet,
Tank Booklet,
By Flashlight,
Bromide Enlarging with a Kodak.

Sky Filters

Practically every landscape subject is divided into two nearly equal parts—the sky and landscape. The Kodak Sky Filter is intended to equalize the great difference in recording power between the brilliancy of the sky and the subdued colors of the foreground in landscape photography. This is done by changing the color of the light that passes through the upper half of the filter and making its action on the film slower in order to permit a full exposure of the foreground through the colorless, or lower half of the filter.

Acting in this way the Kodak Sky Filter permits an exposure but little longer than would be required without its use. At one time or another, every amateur has use for a Sky Filter. Perhaps not all of your customers understand just how useful this little filter would be to them.

Spool Adapter for V. P. Kodak Film

The Spool Adapter permits the development of V. P. Kodak and No. 0 Brownie films, in the Brownie Kodak Film Tank and the regular Kodak Film Tanks.

The Spool Adapter is not required in the regular Kodak Film Tanks that are being put out at present as the spool holders are made with holes to receive the V. P. Film Spool.

PRICE

Spool Adapter for V.P. Kodak Film $ .10

Discount, 25%.

Enroll Now

Reprint from E. K. Co.'s Circular. The course is equally available to Canadian dealers.

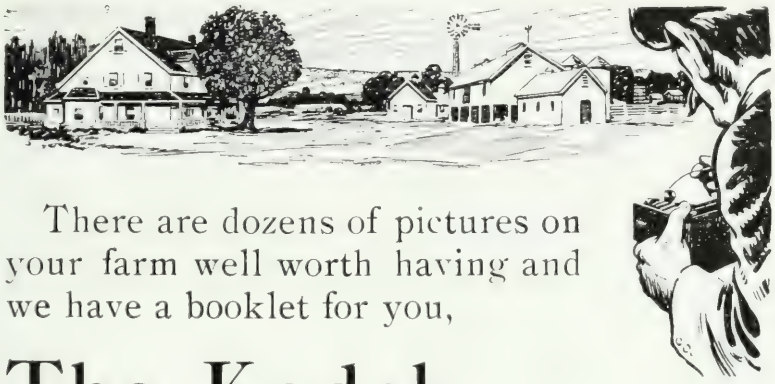
If your neighbor's black cat has a silkier coat than your black cat, there must be a reason for it. If you are in the Kodak Finishing business, and your friend across the street is getting more than his share of the business, there must be a reason. Perhaps he has sent the foreman of his finishing department to Rochester where we maintain a practical Educational Department. Its services are free to the recognized Kodak dealer, or his accredited employees; its objects are mutual, in that they afford thorough instruction in the best, most economical and up-to-date methods of amateur finishing and every instructor is an expert.

Give your finishing department a chance to make good. There is but one stipulation, the student must come to Rochester, as the course is in no sense a correspondence course. The only expense is that of transportation and living expenses while in attendance.

Your applications for enrolment at an early date will be appreciated. Address: Educational Department, Eastman Kodak Co., Rochester, N.Y.

New Size Focusing Cap

There has been a demand for a focusing cap to fit lenses with a barrel diameter of from 3 inches to 3⅛ inches and to comply with this we have added the No. 3 Eastman Focusing Cap for enlarging cameras. Price, $1.50. Discount, 25%.



There are dozens of pictures on your farm well worth having and we have a booklet for you,

The Kodak on the Farm

that will show how to make them easily, surely and at little expense. The booklet is free.

Photographs of stock you want to sell will certainly interest a buyer more quickly than will mere written descriptions. Photographs will also serve to record the condition of your feeders from month to month, as well as afford accurate comparisons on your crops under different methods of cultivation.

Then there's the pleasure of making pictures of *your* farm---that's worth while.

Get your booklet next time you're in town.

JOHN DOE & COMPANY

The Olympic Calendar

Service That Will Be Appreciated

The approaching Holiday Season offers to photographic dealers an unprecedented opportunity for business in seasonable goods like *Calendars* and *Greeting Cards*.

There are literally hundreds of thousands of our young men across the seas and everyone will appreciate greetings from friends in the Land of the Maple Leaf.

We say greetings from friends because we want to distinguish between the remembrances sent to our soldiers by friends and those sent by relatives. The latter are properly accompanied by formal family portraits, while from friends, not relations, the best souvenir is in many cases a simple picture of mutual interest to the sender and the receiver—a picture that conveys the unstudied reality of true friendship. The boys appreciate them.

Greeting Cards are the ideal folders in which to send such pictures, because of their simplicity and good quality.

The fact that you are a photographic dealer works doubly to your advantage, for you can supply either the *Card* or *Calendar* and the print that completes the souvenir.

Therein lies a splendid opportunity to promote the business of your Finishing Department, for you are affording genuine service, that will surely be appreciated by your customers, provided you put the service before them as you should.

Here's a good plan:—keep a few complete samples of the *Calendars* and *Cards* by the desk or counter from which you deliver finished work and see that a tactful suggestion plays its part. You can easily start a profitable run in this good

cause, both for souvenirs to members of the C.E.F. and to friends at home.

Please note that *Calendars* and *Greeting Cards* are of a strictly seasonable nature, so that you should order your requirements promptly in order that we may be able to supply the goods in ample time—for the same reason of seasonable nature it would hardly be fair to ask us to take them back for credit. Figure up just what you can sell and order early, to make the most of the trade.

Price Reductions

Maple Leaf Trays.

Size.	*List Price.*
4 x 5	$ .45
4 x 6	.55
5 x 7	.80
7 x 9	1.10
8 x 10	1.35
11 x 14	2.90
14 x 17	4.75
16 x 20	5.75
20 x 24	10.00
3A (shallow)	.35

Trade Discount, 40 .

Hydrochinon

Effective October 2nd, prices on this important chemical were reduced to the figures below:

1 oz. can	$ .55
¼ lb. can	2.00
½ lb. can	3.85
1 lb. can	7.50

Trade Discount unchanged 33⅓

Soft Azo "K"

We have added a new grade to the Azo line—namely Azo K Soft, in Single Weight and Double Weight papers, as well as post cards. Regular Azo prices will apply and the goods are available at once.

A picture opportunity can never catch you off your guard if you have a

Vest Pocket Autographic Kodak

This efficient little instrument can be your inseparable companion.

Vest Pocket Autographic Kodak - - - - $7.00

Belt Case for same, tan leather - - - - $1.50

RICHARD ROE & CO.

Single Column Cut—114B.
Double Column Cut—114A.

Kodak Leather Dressing

Before putting our Kodak Leather Dressing on the market, we satisfied ourselves that it was the best that could be made for refinishing black leather surfaces on Kodaks, Brownie and other cameras, in fact for any real and imitation black leather articles.

One or two instances have come to our attention where Kodak Leather Dressing has been used on the camera bellows. We have never found a dressing suitable for use on camera bellows, nor do we recommend ours for that purpose. So please call the customer's attention to this fact when you make the sale.

Electrically Heated Dry Mounting Press

Nearly everyone who has use for the Kodak Dry Mounting Press, has electricity and often this is more convenient to use than gas. So we have added to the line, an electrically heated Kodak Dry Mounting Press, with 11 x 14 plate. The press is connected to a special circuit, that is, one not used for other purposes, and should have a knife switch and 15-ampere fuse.

The new press has been thoroughly tested and found to maintain a correct, uniform temperature that will produce the best results with Kodak Dry Mounting Tissue.

In form, it is practically the same as the gas-heated press, though somewhat smaller in size.

In ordering be sure to state whether it is to be used with direct or alternating current and the voltage.

PRICE

Kodak Dry Mounting Press, plate 11 x 14, electrically heated, . . $60.00

Discount, 20 .

Bromide Fabric No. 1

On account of a limited supply of the fabric used as a base, we have not been able to cope with the demands for Bromide Fabric No. 1. We have however secured a sufficient quantity of the material and of a superior quality to that formerly used, so that we are now in a position to meet all demands for Bromide Fabric No. 1 with assurances of even greater satisfaction than heretofore.

This fabric has a beautiful matte surface and a fine texture and will be found valuable, not only for commercial work, but is especially suited for portrait prints which are to be oil colored.

Artura Sodas Discontinued

Owing to the general preference for C. K. Tested Sodas, we will discontinue supplying Artura Sodas as formerly furnished in one and five pound containers.

Twenty Dollars

is the price of the classy V. P. K. Special fitted with Kodak Anastigmat *f*.6.9 lens and Kodak Ball Bearing shutter.

Go over your stock now and give us ample time to take care of your requirements for the Holiday trade. Do it now and avoid loss of sales.

A Page From Kodakery

Below is an advertisement that will appear in the forthcoming number of *Kodakery*. It fits in well with the issue of the abridged Premo catalogue, in which the Premoettes, both Jr. and Sr., occupy a place of prominence. The booklets should be ready about Nov. 1st.

Simplicity and efficiency, in smallest compass, are realized to the full in the

Premoette

Juniors
Nos. 1 and 1A

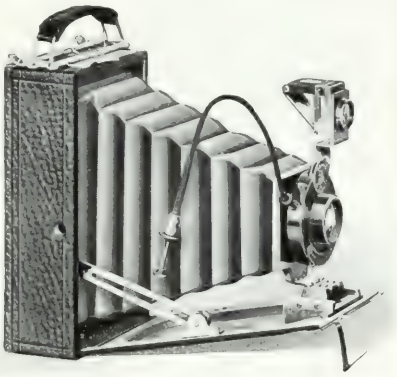


Illustration shows Camera with K.A. f.7.7 lens. With Single or Planatograph Lens, Shutter has trigger release.

They measure but an inch and a half longer, three quarters wider, than the pictures they take and are one and three quarters thin—the very model of compactness.

SPECIFICATIONS.

No. 1. Capacity: 12 film pack exposures without reloading. Weight: 12 ozs. Lens: Meniscus Achromatic. Shutter: Kodak Ball Bearing. Finder: collapsible, reversible, brilliant. Tripod Sockets, two.

No. 1A. Capacity: 12 film pack exposures without reloading. Weight: 18 ozs. Lens: Meniscus Achromatic. Shutter: Kodak Ball Bearing. Finder: reversible, collapsible, brilliant. Tripod Sockets, two.

PRICES	No. 1 $2\frac{1}{4}\times3\frac{1}{4}$	No. 1A $2\frac{1}{2}\times4\frac{1}{4}$
Premoette Jr. with Meniscus Achromatic Lens	$ 5.00	$7.00
Ditto, with Planatograph Lens	7.00	9.00
Ditto, with Kodak Anastigmat Lens, *f*.7.7	12.00	14.00

CANADIAN KODAK CO., LIMITED

TORONTO, CANADA

At your dealer's.

Let the Children

KODAK

It's fun for them and there is a lasting pleasure for the whole family in the pictures themselves.

There's nothing confusing about the successful operation of a Kodak—it will feel perfectly at home in the hands of your boy or girl.

Kodaks for $7.00 and up.
Brownie cameras (they work like Kodaks) as low as $1.25.

RICHARD ROE & COMPANY

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIII. No. 7 TORONTO, CANADA November, 1916

BRIGHTEN UP FOR CHRISTMAS

There'll be a mighty strong current of advertising behind Kodak goods for the Holiday trade, but your co-operation is essential to its fullest efficiency.

Here's one way in which you can co-operate with us as well as with the other people whose lines you intend to feature in the next month or so of feverish shopping:—Brighten up the surroundings in which you present the goods to the public.

We have no paints or varnishes to sell, but we feel that quite a few stores would be more attractive to the busy shopper if the exterior were freshened up a trifle. Weather permitting, you can have this work done at little expense, and your sales will receive a welcome push.

Customers are favorably impressed by a neat, orderly arrangement of store fixtures as well as of the goods they contain. If you contemplate any re-arrangement, it will pay you to do it forthwith. Worn or damaged places stick out at the customer, but you can improve them greatly with a few touches of stain or varnish.

Brightness and neatness have always been powerful attractions, and they are pre-eminently attractive to the shopper at this season.

Keep your Kodaks and Brownies at the front. Few other lines, if any, will have more or better advertising behind them. Make it easy for the customer to see what he has read about and now wants—Sales will materialize.

At Your Service

Make it a Kodak Christmas.

The leading magazines are carrying the Kodak Christmas message to millions of readers, with Christmas money to spend, and the window hangers, car cards, winter booklets and advertising cuts, all of which are furnished to you free, continue the good work of our magazine advertising and supply the all-important link in the sales of Kodak goods.

Window Hangers

Within a few days you will receive a package containing several beautiful window and store hangers and among them a large Christmas hanger in full colors, of the same subject we are using in our Christmas magazine advertisements. They are rich in colors and are designed to show the simplicity and the completeness of the Kodak system of amateur photography.

These hangers are irresistible and cannot fail to attract buyers into your store, so make them work for you.

Booklets

The Kodak Booklet is ready—Premo Booklet soon will be. Order now to get them in good time.

Advertising Cuts

We have prepared a convenient little booklet containing several crisp advertisements appropriate for Christmas which is sent to you herewith. Send for the cuts you want (they're free for the asking); tear out the corresponding page in the booklets and tell your newspaper to set it just like the copy.

A Point in Deep Tank Development

The new Graflex Roll Holders have enjoyed great popularity since their introduction, and as a consequence, a larger number of Roll Holder Films than heretofore are being handed in for finishing. At first glance it would not appear that any different treatment was necessary for Graflex R. H. Film than for regular Cartridge Film, when developing it in a large tank, but there is one essential difference between the two films. Regular film when removed from the duplex paper rolls itself with the emulsion side *inward*, while Graflex R. H. Film rolls with emulsion side *outward*. Consequently, the latter must be put on the hanger in what is the opposite way to usual practice.

One or two cases have been drawn to our attention recently where peculiar markings occurred on Graflex Film. Investigation finally disclosed that the operators were developing this film in the same manner as regular Cartridge Film without due regard to the fact that the sensitive emulsions are on opposite sides in the two cases.

Stylus for Autographic Cameras

Owing to changes in the design of autographic backs, the No. 1 Stylus is now suitable for use with the Vest Pocket Kodak only, as it does not now fit properly in the holders on the other autographic doors as does the No. 2 Stylus. No. 2 Stylus should be ordered for all autographic cameras other than the V. P. K.—for V. P. K. order the No. 1 Stylus. Please note.

Ready Sellers, if ——?

There's no better time for selling Albums than during the next few weeks. Countless prints need assembling in albums for the personal use of their makers as well as for presentation to friends. A neatly lettered card beside a display of albums will draw attention, and little effort is needed to make the sale.

One thing to remember is that your customers want and can afford goods of genuine quality. *Hercules* albums, the best in our line, will sell if you show them, for they are the very acme of quality, and offer the advantage of lying flat even when filled.

The *Frontenac*, too, has a sales-making, lie-flat feature that will appeal to many. Then there's the old reliable and popular *Forum*. *Apollo* albums, too, are good sellers.

The little *Snapshot* and *Artist* albums also will surprise you, if you give them a chance. Last but not least is the *Week-End* album, just the thing for informal presentation sets of pictures among one's friends and acquaintances.

Your customers need Albums—they have the money to buy them. You have the goods—you can sell them if you push them.

What Is Your Voltage?

When ordering the electrically heated Kodak Dry Mounting Press, *be sure to specify the voltage required.*

The Kodak Dry Mounting Press can not be used to advantage with any current heavier than 110 to 125 volts.

Anti-Aircraft Lights

Over in England the precautions against airship attacks comprise darkening of lights, so that there shall be no glaring brightness to help the raiders.

Kodak Lamp Shades, as shown above, have made a hit with the English dealers because they comply with the regulations and throw the light on the display, where it will do the most good. Then the color-scheme is such as to form a highly attractive Kodak sign.

In the long winter evenings these Shades will be useful to you, even if there are no bombs dropping to worry about.

How many can you use?

Kodak Negative Illuminators

Our stock of the above is exhausted and we are therefore unable to fill further orders for them.

Hydrochinon Down Again

Further reductions in the price of this active chemical are as follows:

1 oz. Can	$ .35
¼ lb. Can	1.10
½ lb. Can	2.10
1 lb. Can	4.00

Trade Discount, 33⅓%.

Kodelon Prices

We are now able to supply this new developing agent in ½ lb. and 1 lb. bottles, as well as 1 oz. and ¼ lb. as previously announced.

Prices

1 oz.	$1.10
¼ lb.	4.00
½ lb.	7.75
1 lb.	15.00

Trade Discount, 33⅓%.

Discount Changed

On account of the increased cost we are compelled to discontinue the quantity discount of 33 1-3 % which applied on lots of 25 or more of one size of the Kodak Trimming Boards. A straight 25% discount will now apply to all orders.

Brownie Velox Discontinued

As Velox paper in the various grades is now regularly listed at practically the same rates as *Brownie* Velox, we are discontinuing the latter. Please note this change in your Condensed Price List.

Exchange Prices on Lens Equipments

Exchanging Ball Bearing Shutter and Meniscus Lens on No. 1 Autographic Kodak Junior for Ball Bearing Shutter and *f*.7.7 Lens, we to retain Lens, and Shutter returned	$ 8.00
Do., for Ball Bearing Shutter and R.R. Lens	6.00
Same exchange on No. 1A Autographic Kodak Junior for Ball Bearing Shutter and Meniscus Lens	9.00
Do., for Ball Bearing Shutter and R.R. Lens	7.00
Same exchange on No. 2 C Autographic Kodak Junior for Ball Bearing Shutter and Meniscus Lens	9.00
Do., for Ball Bearing Shutter and R.R. Lens	7.50
For the No. 1A R.R. Type, No. 3 and No. 3A, the exchange price in all cases for Ball Bearing Shutter and *f*.7.7 Lens	10.00

In cases where it is desired to have the R.R. in exchange for a single lens there will be the difference in the list price, plus 50c.

Trade Discount, 32%.

Powdered Alum

On orders received for Powdered Alum, we are supplying a very fine crystal alum. This fine crystal alum shows by analysis to be a much higher grade than the powdered stock and more in line with photographic requirements.

We call this to your attention in order that our Fine Crystal Alum as supplied, may not be confused with some of the inexpensive grades of crystal alum, which are coarse; contain considerable foreign matter and by-products which we do not utilize or recommend in any way for photographic purposes.

TOZOL

A simplified developing agent with convenient and economical features, as well as vigorous action as a reducer of silver salts. A stock solution of developer is made by simply adding the sodas, bromide and alcohol to an ounce of Tozol, and this stock solution may in turn be readily varied to suit the various brands of Artura and other developing papers.

Prints developed with the Tozol developer have strength and brilliancy with richness and depth of tone. It is specially suited to the various grades of Artura and Azo, but may readily be adapted to Velox and Bromide papers. The following formulæ are very simple to compound:

Stock Solution

Dissolve in 30 ozs. of hot water in the order named:

1	oz.	Tozol
3	ozs.	C. K. Sulphite of Soda
2¼	ozs.	C. K. Carbonate of Soda
45	grs.	Potassium Bromide
1½	ozs.	Wood Alcohol

Developer for Artura Iris and Azo

Stock Solution	2 ozs.
Water	14 ozs.
Sat. Sol. Potassium Bromide	4 drops

Developer for Artura Chloride or Non-Curling

Stock Solution	4 ozs.
Water	12 ozs.

Developer for Artura Carbon Black

Stock Solution	4 ozs.
Water	12 ozs.
Carbonate of Soda Sol. 40 hydrometer test	1 oz.
Sat. Solution Potassium Bromide	4 drops

Dissolve 1½ ozs. Carbonate of Soda (Des.) in 16 ozs. of water to make a solution 40 degrees hydrometer test.

For Velox, Eastman Bromide and Hard and Hard X Azo, when used for amateur negatives, add two ounces of Carbonate of Soda to the Stock Solution, and for use, take an ounce of Stock Solution to two ounces of water for Velox, Hard or Hard X Azo, or one ounce of Stock Solution to six ounces of water for Bromide.

The Price of Tozol

1 ounce bottle	$1.50
¼ pound bottle	5.80
½ pound bottle	11.50
1 pound bottle	22.50

Trade Discount, 33⅓%.

Bull's-Eye Trays

The following prices will go into effect at once:

3 x 3½	$ .50 each
4 x 6	.30 each
11½ x 14	1.00 each
5 x 8	.55 each
7 x 9	.85 each
8 x 10	1.10 each
Trade Discount	25%
Dozen lots of one size	33⅓%
Lots of 100 assorted	40%

Net prices on lots of 100 of one size, as on page 83 of Condensed Price List, are cancelled.

Holidays are Kodak days

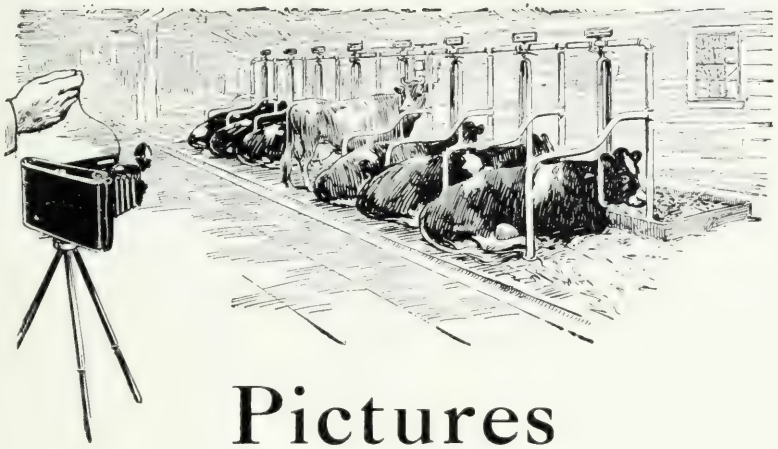
Every winter outing, every home-coming of the boys and girls, the Christmas and New Years' festivities—in each of these are fascinating subjects for the Kodak—pictures that make fun in the taking and that to you will always prove a delight.

Picture taking, by daylight or flashlight, is simple by the Kodak method—and it's not expensive nowadays.

Put Kodak on your Christmas list.

JOHN DOE & CO.

Double Col. Cut—163A



Pictures on Your Farm

Are now easy to get, for Kodak has made photography so simple that even a child can take good pictures, and it's inexpensive as well as simple.

What would you give to-day for an album of pictures of your family from the time they were babies up to the present, of the prize stock you've raised, of the crops you've grown, of the improvements you've made ?

Maybe you can't get such an album at any price now, but you can start to-day collecting for the future.

The Kodak on the Farm is a little booklet of explanation, a copy of which we are keeping for you. Get it next time you're in town.

RICHARD ROE & CO.

Mounts

Below are announced revisions in the list of mounts we can supply. There are two styles discontinued, namely, the *Hillcrest* and *Stereo*. Prices are advanced on several styles because of the increased cost of material. You know from your newspaper that newsprint has been rising persistently in price, and the same thing is true of card stock, because the paper and cardboard industries are closely allied.

There's one new style, the Woodmere, a view mount of artistic embossed design. Buff, Grey and Brown.

View Mount

	For Photos	Size Outside	Per 1000	Per 100	Per 50
No. 0 Folding	1⅝ x 2½	3¼ x 4	$ 5.90	$ .70	$ .40
No. 1 Folding	2¼ x 3¼	4 x 5	8.05	.85	.45
No. 1A Folding	2½ x 4¼	4¼ x 6	9.75	1.15	.60
No. 2 Folding	3½ x 3½	5 x 5	9.75	1.15	.60
No. 3 Folding	3¼ x 4¼	5 x 6	12.00	1.35	.70
No. 3A Folding	3¼ x 5½	5¼ x 7½	14.35	1.55	.85
No. 4 Folding	4 x 5	5⅜ x 6⅜	13.00	1.40	.75
No. 4A Folding	4¼ x 6½	6¼ x 8½	19.50	2.10	1.10
No. 5 Folding	5 x 7	7 x 9	21.75	2.40	1.25
No. 1 Panoram	2¼ x 7	4 x 8¾	13.75	1.40	.75
No. 4 Panoram	3½ x 12	5⅜ x 13¾	24.00	2.60	1.35

Ridgeway

No.	For Prints	Size Outside	Per 1000	Per 100	Per 50
1	2¼ x 3¼	4 x 4	$22.00	$2.40	$1.25
1A	2½ x 4¼	4¼ x 6	24.00	2.65	1.35
3	3¼ x 4¼	5 x 6	27.50	2.90	1.45
2C	2⅞ x 4⅞	5 x 7	28.75	3.10	1.60
3A	3¼ x 5½	5¼ x 7½	30.00	3.30	1.75
4	4 x 5	6 x 7	33.00	3.55	1.85

Lagoon

Size	For Prints	Size Outside	Per 1000	Per 100	Per 50
Brownie	2¼ x 2¼	3⅝ x 3⅝	$ 8.00	$ .85	$ .50
1	2¼ x 3¼	4 x 5	9.50	1.10	.60
1A	2½ x 4¼	4¼ x 6½	12.00	1.30	.70
2	3½ x 3½	5 x 5	12.00	1.30	.70
3	3¼ x 4¼	5 x 6	14.50	1.65	.85
2C	2⅞ x 4⅞	5 x 7	16.00	1.70	.90
3A	3¼ x 5½	5¼ x 7½	17.25	1.80	.90
4	4 x 5	5⅜ x 6⅜	15.50	1.70	.85
4A	4¼ x 6½	6¼ x 8½	24.00	2.60	1.30
5	5 x 7	7 x 9	25.75	2.85	1.45

Rivera

No.		Per1000	Per 100	Per 50
1	2¼ x 3¼ prints....4½ x 5⅜	$12.65	$1.35	$ .70
1A	2½ x 4¼ prints....5 x 6⅜	15.00	1.70	.85
2	3½ x 3½ prints....5⅜ x 5⅜	13.25	1.40	.75
3	3¼ x 4¼ prints....5⅜ x 6⅜	15.75	1.75	.90
3A	3¼ x 5½ prints....5⅜ x 8	21.85	2.40	1.25
4	4 x 5 prints....6½ x 7⅜	23.00	2.50	1.30
4A	4¼ x 6½ prints....6⅜ x 8⅜	25.75	2.75	1.45
5	5 x 7 prints....7¼ x 9¼	27.00	2.85	1.50

Riverview

No.		Per 1000	Per 100	Per 50
1	$2\frac{1}{4}$ x $3\frac{1}{4}$, Oval or Square..... 4 x 5	$17.00	$1.80	$ .95
1A	$2\frac{1}{2}$ x $4\frac{1}{4}$, Oval or Square..... $4\frac{1}{8}$ x $5\frac{1}{8}$	18.70	2.00	1.05
2	$3\frac{1}{2}$ x $3\frac{1}{2}$, Oval or Square..... 5 x 5	19.25	2.10	1.10
3	$3\frac{1}{4}$ x $4\frac{1}{4}$, Oval or Square..... 5 x 6	20.35	2.20	1.15
3A	$3\frac{1}{4}$ x $5\frac{1}{2}$, Oval or Square..... 5 x 7	22.00	2.40	1.25
4	4 x 5, Oval or Square..... $5\frac{5}{8}$ x $6\frac{3}{4}$	22.00	2.45	1.30

Glencairn

Size	For Prints	Size Outside	Per 1000	Per 100	Per 50
1	$2\frac{1}{4}$ x $3\frac{1}{4}$ Square	4 x 5	$23.00	$2.50	$1.25
1A	$2\frac{1}{2}$ x $4\frac{1}{4}$ Square	$4\frac{1}{4}$ x 6	25.00	2.75	1.40
3	$3\frac{1}{4}$ x $4\frac{1}{4}$ Square	5 x 6	28.75	3.00	1.50
3A	$3\frac{1}{4}$ x $5\frac{1}{2}$ Square	$5\frac{1}{4}$ x $7\frac{1}{2}$	31.50	3.45	1.75
4	4 x 5 Square	$5\frac{5}{8}$ x $6\frac{7}{8}$	34.50	3.75	1.90

Inslip

No.	For Prints	Size Outside	Per 100	Per Doz
A	$3\frac{1}{4}$ x $5\frac{1}{2}$	$7\frac{1}{4}$ x $9\frac{1}{2}$	$ 5.25	$ .80
B	$4\frac{1}{4}$ x $6\frac{1}{2}$	$8\frac{1}{4}$ x $10\frac{1}{2}$	5.50	.80
C	5 x 7	$9\frac{1}{8}$ x $11\frac{1}{8}$	5.50	.80
D	$6\frac{1}{2}$ x $8\frac{1}{2}$	$11\frac{7}{8}$ x $13\frac{1}{8}$	7.50	1.00
E	6 x 10	$10\frac{3}{8}$ x $14\frac{3}{8}$	7.50	1.00
F	8 x 10	$12\frac{3}{8}$ x $14\frac{3}{8}$	9.50	1.25
				Per ½ Doz.
G	10 x 12	15 x 17	13.75	1.25
H	8 x 14	14 x 20	13.75	1.25
J	11 x 14	17 x 20	18.75	1.60
				Per Doz.
K	5 x $8\frac{1}{2}$	9 x $12\frac{1}{2}$	5.80	.85

Woodmere

Size	For Prints	Size Outside	Per 50	Per Doz.
401	5 x 7	8 x 10	$2.15	$ .60
402	$6\frac{1}{2}$ x $8\frac{1}{2}$	10 x 12	3.00	.85
403	8 x 10	12 x 14	3.50	1.00

Remington

		Per 50	Per Doz.
No. 391	5 x 7 prints 8 x 10	$2.15	$ .60
No. 392	$6\frac{1}{2}$ x $8\frac{1}{2}$ prints 10 x 12	3.00	.80
No. 393	8 x 10 prints 12 x 14	3.50	.90
No. 394	6 x 10 prints 10 x 14	3.50	.90

Drimount

		Per ~~50~~ 100	Per Doz.
A	$3\frac{1}{4}$ x $5\frac{1}{2}$ prints $7\frac{1}{4}$ x $9\frac{1}{2}$	$2.70	$ .40
B	$4\frac{1}{4}$ x $6\frac{1}{2}$ prints $8\frac{1}{2}$ x $10\frac{1}{2}$	2.75	.40
C	5 x 7 prints $9\frac{1}{8}$ x $11\frac{1}{8}$	2.75	.40
D	$6\frac{1}{2}$ x $8\frac{1}{2}$ prints $11\frac{7}{8}$ x $13\frac{1}{8}$	3.60	.50
E	6 x 10 prints $10\frac{3}{8}$ x $14\frac{3}{8}$	3.60	.50
F	8 x 10 prints $12\frac{3}{8}$ x $14\frac{3}{8}$	4.75	.60
			Per ½ Doz.
G	10 x 12 prints 15 x 17	7.00	.50
H	8 x 14 prints 14 x 20	7.00	.50
J	11 x 14 prints 17 x 20	9.50	.65
			Per Doz.
K	5 x $8\frac{1}{2}$ prints 9 x $12\frac{1}{2}$	3.00	.40

Vista

		Per 50	Per Doz.
No. 381	5 x 7 prints 8 x 10	$1.75	$ .50
No. 382	$6\frac{1}{2}$ x $8\frac{1}{2}$ prints 10 x 12	2.25	.70
No. 383	8 x 10 prints 12 x 14	2.50	.80

Trade Discount unchanged, 25 %.

Back Orders

For the past two years, as everyone knows, manufacturers have faced peculiar and unusual conditions.

No matter how large, how complete and how thorough the organization the producer has been handicapped in the manufacture of his products. This has led to that bugbear—Back Orders.

In some cases, we find the dealer has placed his orders in the regular way, and if the goods were not received as promptly as might be expected, the order was duplicated, the dealer thus getting twice the quantity required. Quite naturally this aggravates the situation.

We do not relish back ordering and we would not have a single back order on our files if we could help it. Every back order means more work for us. It would be very much easier to ship the goods than to enter them as back orders and keep track of such orders.

Please be patient regarding back orders. All manufacturers are doing their best to reduce them to a minimum.

Re-sublimed Pyro

We are compelled to advance prices on this chemical as shown below:

1 oz. bottle	$ .60
¼ lb. bottle	2.00
½ lb. bottle	3.85
1 lb. bottle	7.50
Trade Discount	33⅓%
Lots of 100 ozs. assorted	10%

No change in price of Crystal Pyro.

Have the goods in stock for the brisk holiday trade that's right here.

Corrections in Condensed Price List

Please make the following corrections in your Condensed Price List.

Kodak Portrait Attachments, Color Screens and Sky Filters, Pages 30 and 31.

Under No. 3 add Premoette Sr. 2½ x 4¼ and 3¼ x 4¼ with *f.7.7* lens.

Under No. 5 change all Nos. 8, 9 and 10 Premos to read, Nos. 8, 9 and 10 Premos with Planatograph lens, also under No. 5 add 3A Premoette Sr. with R. R. lens.

Under No. 6 strike out Premoette Sr. 2½ x 4¼ and 3¼ x 4¼ with *f.7.7* lens.

Under No. 7 add Nos. 8 and 9 Premos with *f.7.7* lens.

Under No. 8 add No. 2A Folding Cartridge Premo with single lens and No. 2 Folding Autographic Brownie with R. R. lens.

Ammunition for Military Business

The big summer camps are now deserted and during the coming winter soldiers will be quartered in the larger centres throughout the country. This will mean a considerable broadening of the field of prospects and greater business for all concerned, if it is properly gone after.

The Vest Pocket Kodak has amply justified its title of "The Soldier's Kodak," and will prove a ready seller. Also, don't forget the V. P. K. Belt Case in tan leather.

For real selling "punch" it would be hard to beat the "Soldier's Kodak" Folder. It is attractively got up in khaki and its message is concise and very much to the point. Size is 3½ x 5½ inches.

How many, please?

Let Them Work For You

Kodakery
The Kodak Salesman

Kodakery goes every month for a full year to everyone who buys one of our cameras and sends us the application form in the manual duly filled out. This means that your customers are from month to month reminded of the pleasures of photography and are assisted to better results by the helpful articles in the magazine. ***Kodakery*** is published to boost your sales directly—indirectly to boost our sales to you.

The Kodak Salesman will be sent every month to those of your assistants whose names you send us. There's no charge whatever, and you are bound to profit from the selling help it will give those who sell for you.

See that your assistants read and use both of them

Let the Children

KODAK

Nothing else will give the youngsters so much pleasure as a Kodak or Brownie, and the fun they can get out of a camera is the sort of fun you want them to have.

Kodaks from $7.00 up
Brownies as low as $1 25

RICHARD ROE & CO.

Double Col. Cut No. 189A. Single Col. Cut No. 189B.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIII. No. 8 TORONTO, CANADA December, 1916

The Kodak Story and Its Profitable Sequels

This fall Kodak Advertising has done good work for you. Kodaks, Brownies, Premos will have an unprecedented popularity as Christmas presents. And the best of it is that there always are so many profitable sequels to the Kodak story as we tell it to your customers. Can you do better than to put a special push behind the line that ensures you a long series of profitable sales after the first sale is effected?

You may be tempted to slight the humble box Brownies, but that would be a mistake, for you know the true story of the Brownie acorn from which grew the lordly Special-Kodak oak. Give the lesser members of the clan their full due—they'll make good with the juveniles now, and it is astounding how quickly Brownies give place to Kodaks, almost as quickly as knickerbockers give way to the "long ones" and pigtails conceal themselves beneath headgear of Parisian design.

The Kodak Trade Circular for its publishers, heartily wishes every dealer a very Merry Christmas and the biggest measure of happiness and prosperity that the New Year can give.

Cable Releases

Order by number.

No. 2—7-inch. Used on Nos. 1 and 2 B. B. Shutter on No. 1A Kodak Junior, No. 2C Folding Autographic Brownie, No. 3A Folding Autographic Brownie and No. 3A Autographic Kodak.

No. 4—7½-inch. Used on Kodak Auto Shutter on No. 3A F. P. K. and No. 4 F. P. K.

No. 5—6-inch. Used on new style Compound Shutter. Attaches to top of shutter.

No. 6—12-inch. Used on new style Compound Shutter. Attaches to top of shutter.

No. 7—10-inch. Used on Kodak Auto Shutter on Premo Cameras.

No. 8—2½-inch. Used on No. 1 Autographic Kodak Special with Optimo Shutter.

No. 10—10-inch. Used on old style Compound Shutter formerly fitted with bulb.

No. 11—6½-inch. Used on old style No. 1 B. B. Shutter fitted with bulb on No. 1A R. R. Type, and No. 3 F. P. K.

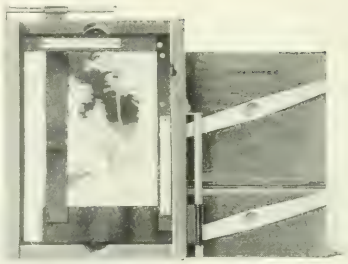
No. 12—9-inch. Used on old style No. 2 B. B. Shutter formerly fitted with bulb on No. 3A F. P. K. and No. 4 F. P. K.

No. 13—3-inch. Used on No. 0 B. B. Shutter on No. 1 Kodak Junior.

No. 15—6-inch. Used on No. 1A Optimo Shutter on No. 3A Autographic Special Kodak.

No. 16—9-inch. Used on No. 2 B. B. Shutter on No. 2C Autographic Kodak Junior.

Price 25c. each. Discount, 25%.



Kodak Auto-Mask Printing Frame

The new Auto-Mask is the most convenient and useful thing in printing frames that has yet been produced. It is adaptable to the printing of negatives of any amateur sizes from 4 x 5, 3¼ x 5½ and smaller using the same simple masking device employed on the Kodak Amateur Printer. The negative is held firmly in place by the mask and is as readily released, when desired, by a slight pressure on the thumb lever.

Any number of uniformly masked prints may be made without changing the position of the negative and, if desired, prints may be so made that white space is left at the side or bottom for writing. The graduated scales attached to the stationary guides aid in sizing and holding exact dimensions of the mask openings.

Don't disappoint your customers when they ask to see the Kodak Auto-Mask Printing Frame. Have the goods in stock and show them.

Price

Kodak Auto-Mask Printing Frame $1.00
Discount, 25%.

Push Tripods for Christmas.

Push Enlargements

There's a lot of business to be done in enlargements. Are you getting hold of it? Every amateur in your district has dozens of negatives that will make excellent enlargements. You should have specimens of your work on view.

When a customer brings spools to be developed and printed, it is a good plan to pick out a few of his best negatives and tell him that they are just right for enlarging, and at the same time show him a specimen enlarged from a negative the same size as his own.

Nothing makes an amateur so pleased with his work as a bright, clean enlargement from one of his pet negatives. It brings out a wealth of detail and a beauty of light and shade which he never saw in the small-scale picture. He shows it to his friends on every possible occasion; he spreads enthusiasm; he makes new photographers, and he is encouraged to go on and do more work. The more he does, the more money he spends at your shop.

There's plenty of enlarging to be done and it only means stirring things up a bit to bring it your way. And don't forget: enlarging carries a good profit.

Please Specify

Dealers will consult their own interests by bearing in mind that Azo K is now supplied in Soft and Hard contrasts in both single and double weights. Failure to specify whether soft or hard is wanted forces us to guess or causes delay until we write and get an answer. Help us to serve you with the greatest despatch.

TOZOL

New Prices

Below are announced revised prices on this new developer, which are the same figures as on Kodelon:

1 oz. bottle	$1.10
¼ lb. bottle	4.00
½ lb. bottle	7.75
1 lb. bottle	15.00

Trade Discount, 33⅓%.

Tozol has an advantage over other developers in that it may be prepared as a stock solution and used as required. The new prices make it the most desirable developer on the market.

If you are doing amateur finishing by the deep tank method and your supply of Elon (or chemically identical products) has run out, you can substitute Tozol by using an amount equivalent to the combined amount of Elon and Hydrochinon specified in our standard deep tank formulæ. In other words, Tozol replaces both Elon and Hydrochinon, as formerly specified, and the balance of formula remains as heretofore.

This change does not affect the time of development nor keeping qualities of the solution.

Some Gift Suggestions

No. 1

It's difficult to get a mechanical toy for less than $1.25 and it is usually out of order the next day.

Compare its money value and pleasure value with the sturdy little No. 0 Brownie, at the same price, and you have, in the Brownie, something that is creative, educational and interesting,—something that will develop an appreciation of nature and the things that broaden that boy or girl and make them observing. This little Brownie is so nearly perfect, mechanically, that its successful operation resolves itself into a question of the time and the place, and any bright youngster can soon learn to make excellent pictures with it.

No. 2

You can go right through the Kodak line and every article suggests a Christmas gift for somebody. You don't need to wish for a Christmas Gift Store, for you have one. Just tell the people so.

Price Changes

Owing to the advance in the cost of manufacture, we are forced to increase the list prices of the two Tripods named to the figures shown:

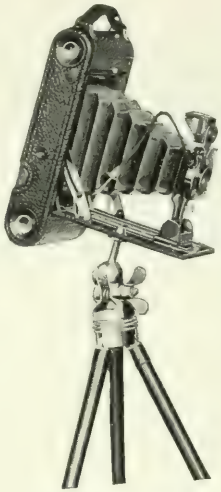
Sliding Tripod

No. 1	$2.25
No. 2	2.75
No. 3	3.50
No. 4	4.50

Combination Tripod

No. 2½	$3.50
No. 3	4.00
No. 4	5.00
No. 5	7.00

Trade Discount unchanged—25%.



The Universal Tripod Head

The *Adjustable Tripod Heads* (Nos. 300, 305 and 310) we have been supplying are now discontinued. To replace them we are listing the *Universal Tripod Head* shown above.

This new Head is a simple and effective device which will fit any regular Tripod socket. Has ball and socket joint, permitting the camera to be tilted through an angle of 90 degrees, and is particularly desirable for photographing objects at close quarters.

The Price

Universal Tripod Head $1.25
Trade Discount, 40%.

Only on Request

Follow up and keep in use the scores of cameras that will be given for presents this Christmas. *Kodakery* will help you and so will *At Home With the Kodak* and *By Flashlight*—supplied without charge but only on request.

That Inventory Again

Before we know it, the rush and hustle of the holiday season will be over and all of us will be looking the business prospects of 1917 squarely in the face. So the next, most important thing is the stock inventory, to determine the physical make-up of your business. It is the starting point for a renewed effort.

In taking stock, spend the time necessary to satisfy yourself that every camera you have is in perfect condition; that the shutter is working perfectly and everything is just as you would like to have it if you, instead of your customer, were buying the camera. This is the time to locate all these defects, (if there be any) and send the cameras in need of repairs, to us for adjustment. Our repair department is now so organized that we are able to handle this work efficiently and with despatch.

It is to our mutual advantage to keep the amateur thoroughly pleased with the results of his work, and if a customer's films show the effect of light leakage, suggest that repairs be made in order to improve the quality of his work. It is these little trifles that bring the customer closer to us; that help in the year's balance sheet, and none of us can afford to dodge the opportunities when they come our way.

Price Advances on Trimming Boards

Kodak Trimming Board No. 1 list price, ... 50c.
Kodak Trimming Board No. 2 list price, ... 70c.
Discount, 25%. No quantity discount.

Snappy Prints

From weak, flat, lifeless negatives you can always get on

Contrast Velox

unless the negative is altogether unprintable. Over-exposure in snow pictures as well as under-development through low temperature of developer are now producing many difficult printers, but "Contrast" will enable you to make satisfactory prints from all but the impossible negatives.

Contrast Velvet Velox—the paper for lifeless films.

For January 2nd

You haven't much time to spare these days, but you can well afford the few minutes required to make an important memorandum—for January 2nd—to create more business by pushing picture making indoors.

Kodakery indoors is equally as alluring as outdoor photography, more so with many people because of the intimate personal character of the subjects pictured, whether it be a scene in the living room of the home, a small party or informal home portraits. Such pictures appeal to everybody and thrice lucky is the Kodaker who has taken to such work.

Of course, the average amateur is deterred by the idea that one must be appallingly proficient in photographic mysteries before he can hope to get a good picture in the house. You know that is not the case, and you can readily satisfy any doubtful customer by a few explanations based on "At Home With the Kodak" and "By Flashlight." It will take but little effort to arouse his interest and the booklets, carefully read, will afford all the directions necessary to success.

Special efforts to start and foster work of this sort among your customers will be splendidly rewarded by sales of Tripods, Amateur Printers, and Portrait Attachments to the enthusiasts you inspire—on top of the cameras and films they'll buy. On the first business day of the New Year start this good work.

Pretty near every thing, every piece of work you do on your farm, would make a picture of personal interest and value.

"The Kodak on the Farm"

is a little booklet that will show how to make good pictures at comparatively small cost.

The booklet is yours for the asking.

RICHARD ROE & CO.

D.C. Cut 107A

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1916

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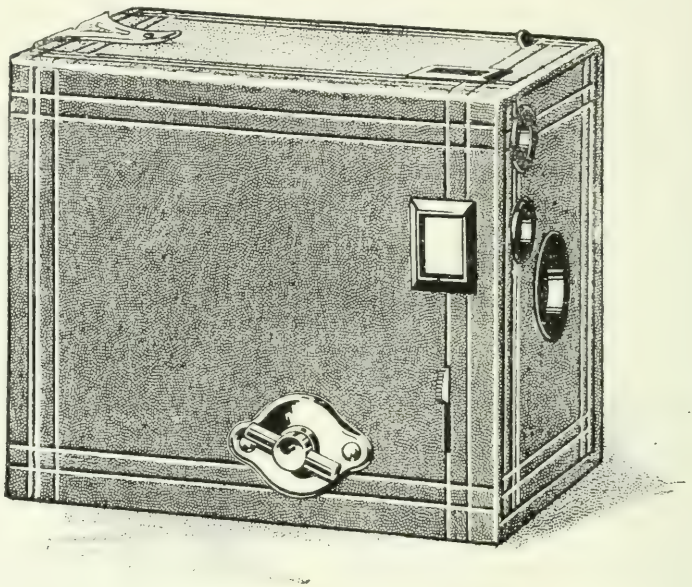
Window Hangers,	Nov.	2.
X-Ray Plates,	Feb.	3.

For the Children's Christmas



No. 0 BROWNIE

Price $1.25

The successful operation of this Brownie is simplicity plus—even from the view point of the youngster.

And photography, the Kodak or Brownie way, is one sport that you and the children can enjoy together.

Other Brownie cameras up to $12.00
Kodaks from $7.00 up.

RICHARD ROE & CO.

Double Column Cut—216 C. Single Column Cut—216 D.

FOR TRADE CIRCULATION ONLY.

Eastman Kodak Company

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVII., No. 2 ROCHESTER January, 1916

INVENTORY

The rush and hustle of the holiday season is over and all of us find ourselves facing the possibilities and probabilities of the new year. The stock inventory is the next big step to determine just where you stand, and it is one of the most important phases of your business; the starting point for a renewed effort.

In taking stock this year, spend the time necessary to satisfy yourself that every camera you have is in perfect condition; that the shutter is working perfectly and everything is just as you would like to have it if you were buying the camera. Now is the time to locate all these defects, if there be any, and send the cameras in need of repairs, to us for adjustment. Our repair department is so organized that we are able to handle this work promptly and efficiently.

It is to our mutual advantage to keep the amateur thoroughly pleased with the results of his work, and if a customer's films show the effect of light leakage, suggest that repairs be made in order to improve the quality of his work.

It is these little trifles that help in the balance sheet of the year, and none of us are so prosperous that we cannot indulge in them, when the opportunity presents itself.

TAKE OFF YOUR COATS!

Los Angeles Commercial Bulletin, October 8th.

If the principle of fixed prices is to live at all, the smaller merchants of this country will have to get behind the big manufacturers as they never have done before, and they will have to get behind them at once.

There is only one hope for the prevention of price piracy and that lies in the Stevens bill, which will be fought for—and against—when Congress convenes in December.

The opponents of fixed prices have a tremendous advantage in the support of nearly every daily newspaper in the country. This

support comes through the pressure brought to bear by the department stores—the chief price cutters—due to the fact that they are the chief buyers of newspaper advertising space. The most despicable feature of the advertising business to-day is the slavishness of the daily newspapers to the department stores.

To counteract this tremendous influence the champions of fixed prices need all the help they can get. A moral influence—public opinion—must be created in favor of fixed prices.

CLAIMS

It is no wonder losses occur through breakage, when you think of the treatment that is meted out to express and freight packages while in transit. We have been packing goods for years and it is to our interest to do this just as well as it can be done. Nevertheless breakages do sometimes occur. Strictly speaking goods shipped on your order, are your property after we obtain the carrier's receipt in good order, and any damage or shortage should be claimed by you from the railroad or express company. We have, however, in every case of loss offered to handle the claim for you as a matter of courtesy. *We cannot do this without your co-operation in reporting immediately any loss or damage, to your freight or express agent, as the case may be.* He can then make his report and note on the receipt that he has inspected the shipment.

Recently we have had one or two claims for shortage or breakage, (concealed loss) rejected by the railroad and express companies because the consignees in each case failed to call in a representative of the carrier as soon as the damage was discovered.

Please remember that we are handling these claims for you and need your co-operation, and it is only because we are looking out for your interests, that we ask you to assist us in doing so.

THE KODAK SALESMAN

It is to our mutual interest that the mailing list for The Kodak Salesman be kept up to date.

Please give us the names of any salesmen receiving this publication who have left your employ so that we may remove their names from the list, and at the same time send us the names and addresses of any new employees you wish to have receive The Kodak Salesman.

CARRYING CASE FOR No. 2A FOLDING AUTOGRAPHIC BROWNIE.

We are now prepared to supply carrying cases for the new No. 2A Folding Autographic Brownie. Those of your customers who have bought these little cameras ought to know about the new case, and every purchaser from now on should be shown the case as soon as the sale of the camera is made.

It is practical and inexpensive, made of fine imitation leather, with leather shoulder strap for carrying.

Don't suffer the embarrassment of being without them, should an unsolicited sale come your way.

PRICE

Carrying Case for No. 2A Folding Autographic Brownie, - - - - $ .90

Dealers' discount, 33⅓%.

No. 4 PROFESSIONAL MAJESTIC PRINT DRYER

The new No. 4 Majestic Print Dryer is designed to meet the requirements of the professional photographer, though of course its use is not limited to this class of work. It will thoroughly dry and shape prints, in from fifteen to thirty minutes according to the temperature used.

The dryer will accommodate four rolls, all of which are the same size. Each roll consists of two sheets of corrugated board, one sheet of linen covered blotter and one plain blotter wound on a metal core. The capacity of the dryer with all four rolls in use, is approximately 160 prints of sizes ranging from 5x7 to 8x10 inches. Larger size prints, however, may be dried, if desired.

Like the Nos. 1 and 5 Majestic Print Dryers, the No. 4 receives its heat for drying from the gas plate. This heated air is forced through the dryer by means of the electric fan, the corrugations of the board permitting the heated air to come in direct contact with the blotters containing the prints. The drying capacity of each roll is limited only by the size of the blotters.

The dryer is supplied with electric motor, fan, gas heater and one set of blotter rolls. In ordering be sure to specify whether the dryer is to be used with direct or alternating current, and with natural or artificial gas.

PRICE

No. 4 Professional Majestic Print Dryer, with four drying rolls, - $50.00
Extra Dryer Rolls, No. 1, 11-inch, 2.00
Dealers' Discount, 25%

EASTMAN PORTRAIT FILM

Ever since its introduction, the sales of Eastman Portrait Film have increased steadily. For the months of July, August and September, they were more than double the sales for the corresponding period of 1914. Make "The Photographer in your town" thoroughly conversant with the advantages of this product and he will become a film enthusiast.

Eastman Portrait Films are particularly desirable for home portraits, where usually it is necessary to work against a strong light, or in photographing white draperies in the studio. In such trying cases they retain all the detail of highlights and half-tones without the loss of snap and brilliancy. This is due in a large degree to the fact that Eastman Portrait Film is coated on a base so thin that there is no room for light to spread, and consequently halation is practically eliminated. They are light and easy to handle and present an obvious advantage in filing.

With Eastman Flash Sheets and a Kodak Flash Sheet Holder to supplement daylight and a Kodak Portrait Attachment for intimate home portraits, the countless picture possibilities of your own home may be realized to the full.

Our stock of Kodak helps is complete.

RICHARD ROE & CO.

Single Column Cut No. 331-B.
Double Column Cut No. 331-A.

STOLEN CAMERAS.

The following cameras have been reported stolen since the December *Kodak Trade Circular* went to press:

Vest Pocket Autographic Kodak,	No. 260994
Do.,	No. 303453
Do.,	No. 321307
Do., *f.* 7.7 lens,	No. 397534
No. 1 Autographic Kodak Junior, R. R. lens,	No. 57282
Do., *f.* 7.7 lens,	No. 60048
No. 1 Kodak Junior, single lens,	No. 32901
No. 1A Autographic Kodak Junior, R. R. lens,	No. 88610
No. 1A Kodak Junior, single lens,	No. 97539
Do., R. R. lens,	No. 98075
No. 1A Autographic Kodak,	No. 69018
No. 1A F. P. Kodak,	No. 121658
Do.,	No. 203091
No. 3A Autographic Kodak,	No. 340735
Do.,	No. 390742
Do., R. R. lens,	No. 402969
No. 3A. F. P. Kodak, R. R. lens,	No. 349050
Do.,	No. 382184
No. 1 Autographic Kodak Special,	No. 2944
No. 3A Autographic Kodak Special, Zeiss Kodak lens and Case,	
No. 3A Autographic Kodak Special,	
No. 3A Special Kodak,	
Do., Compound Shutter and Goerz Dagor lens,	
No. 2 Brownie,	No. 17691
No. 3A Graflex camera, Tessar lens (No. 1845498),	No. 40589
3¼ x 4¼ Auto Graflex, Tessar lens (No 2047510),	No. 41387
No. 1 Premoette Jr.,	No. 68570
No. 1 Premoette Jr.,	No. 70240
No. 1A Premoette Jr.	No. 8242

Push the winter specialties —

Tripods,
Portrait Attachments,
Flash Goods, etc.

ARE YOU ON THE LIST?

We have an axe to grind. Our reason for wanting you to take advantage of the instruction our Educational Department can give you, is that it will help your finish-

ing department in serving its customers, and thereby help the photographic business. The service of this department is free to every Kodak dealer, or his accredited employees; the materials used in the course of instruction are free and the services of our experts are free. There is no limit to the time required for the work, and no expenses involved except traveling expenses in coming to Rochester and living expenses of the student while in attendance.

If you have not already enrolled, now is a good time to do it before our accommodations reach their limit. Write now for further particulars to, Educational Department, Eastman Kodak Company, Rochester, N. Y.

CORE PLATE DEVELOPING RACKS

These developing racks are a great convenience in developing, fixing and drying plate negatives, and may be used in any developing box of a suitable size to receive and hold the racks. They are intended for the use of plates only, and do not take the place of Eastman Film Developing Holders for film development.

Core Plate Developing Racks are made of a metal that will not corrode or disintegrate through the action of developing or fixing agents, and will be found a valuable addition to the equipment of the professional and commercial photographer, Roentgenologists and hospitals doing X-Ray work. Have them in stock ready for such of your customers.

PRICES.

PLATE SIZE	LENGTH OF TOP BAR	
4¼ x 6½) 4¾ x 6½)	8⅞″	$ .50
5 x 7	9⅜″	.50
6½ x 8½	10⅞″	.60
8 x 10	12⅜″	.60
10 x 12) (Also takes 8 x 10))	16″	1.10
11 x 14) 14 x 17) (Takes both sizes))	16″	1.60

Dealers' Discount, 33⅓%.

MORE SUPPLIES SOLD

Thousands of Premo cameras have been put out as premiums by newspapers and various other concerns in different parts of the country. These little cameras have made many a boy and girl and grown-up happy and have given very good results. They have been the means of your selling more supplies and from this standpoint, the owner of one of these little premium Premos, deserves the same attention that you would expect to give the owner of a more expensive camera.

There is no class distinction in business. You can't tell what owner of a premium Premo will one day be looking for a 3A Special.

EASTMAN FILM DEVELOPING BOX No. 2

Anyone using films or plates of the 5 x 7 size will find the Eastman Film Developing Box No. 2 a great convenience. It is made of hard rubber; is very durable and will hold eighteen 5 x 7 Core Plate Developing Racks, though twelve may be used more advantageously because of the greater freedom of movement of the plates while in the developer. For the developing of films, the box is provided with grooves at the ends, into which six 5 x 7 Eastman Film Developing Holders may be placed, thus preventing the films from rubbing together.

Let your professional customers know that you have these boxes and that they may be used for films or plates.

PRICE

Eastman Film Developing Box, No. 2 for 5 x 7 Films or Plates $3.00
Dealers' discount 33⅓%

It Pays to Advertise.

KODALOID

Kodaloid is a thin transparent, flexible substance, similar to film base and made in different thicknesses to meet various requirements.

The No. 1 (thin) is particularly valuable for use when attached to the emulsion side of a valuable negative from which a large number of prints is to be made, as it gives efficient protection from wear. It is also invaluable in making hurry-up work, as being waterproof it can be placed between a wet negative and the paper, thus protecting both negative and paper.

PRICES

No. 1 Kodaloid (thin) $ .12 per sq. foot
No. 2 Kodaloid (medium) $ .12 per sq. foot
No. 3 Kodaloid (heavy) $ .15 per sq. foot
No. 4 Kodaloid (heavy) Safety $ .18 per sq. foot
No. 5 Kodaloid (Orange color) $ .22 per sq. foot
No. 6 Kodaloid (extra heavy) $ .22 per sq. foot

Dealers' discount, 25%

AZO, GRADE AA, POST CARDS.

In the November *Trade Circular* we announced the "AA" grade of Azo. Thus far the demand has fully justified its introduction, and we have received many strong letters of commendation on the paper. So we are adding to the Azo line of Post Cards the "AA" grade (carbon).

Like the paper, these post cards are warm in tone and produce most satisfactory results from negatives of average contrast.

List prices and discounts the same as other grades of Azo Post Cards.

EASTMAN FERRO-PRUSSIATE PAPER.

This paper has not been listed in gross packages, packed flat, but in the past we have supplied it that way to a limited extent, when specially ordered. We have now discontinued altogether, the practice of supplying Eastman Ferro-Prussiate Paper in gross lots, packed flat, and hereafter it will be supplied only in the regular containers as listed on pages 80 and 81 of our Condensed Price List.

ADD TO YOUR CODE

Please add to your Code Book the following:

Deceive—2 exposure Autographic Film Cartridges No. A120

Refresh—Plastic Plates.

CHEMICAL PRICES.

The following changes in our selling prices of the chemicals listed below went into effect Wednesday, December 15th, 1915:

POTASSIUM BROMIDE.

Advance to 11 times original list, making present list price $7.15 per pound.

CHROME ALUM.

Advance to 4 times original list, making present list price 60c. per pound.

CITRIC ACID.

Reduce from 100% advance, to 25% advance on original list, making present list price $1.44 per pound.

Dealers' discounts the same as heretofore.

SODIUM HYPOSULPHITE
(Effective January 1st, 1916.)

Shipped in kegs and barrels direct to dealers from Camden, N. J. storehouse will be furnished at the following prices:

Carload lots,	Pea Crystal (350 kegs)	$1.53 per keg
	Granular	1.58 " "
100 keg lots,	Pea Crystal	1.58 " "
	Granular	1.63 " "
25 keg lots,	Pea Crystal	1.63 " "
	Granular	1.68 " "
10 keg lots,	Pea Crystal	1.68 " "
	Granular	1.73 " "
5 keg lots,	Pea Crystal	1.73 " "
	Granular	1.78 " "
2 keg lots,	Pea Crystal	2.05 " "
	Granular	2.10 " "
1 keg lots,	Pea Crystal	2.10 " "
	Granular	2.15 " "
Barrels with carload lots (350 lbs.)	Pea Crystal	$1.48 per 100 lbs.
	Granular	1.53 " " "
Barrels with 100 keg lots (350 lbs.)	Pea Crystal	1.53 " " "
	Granular	1.58 " " "
Barrels with 25 keg lots (350 lbs.) or less when desired exclusive of keg lots:	Pea Crystal	1.58 " " "
	Granular	1.63 " " "

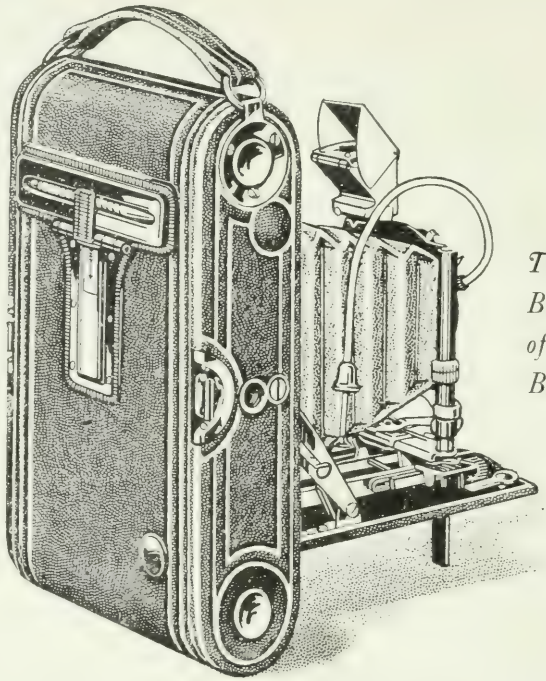
The above prices are subject to the usual 2% cash discount and are figured F. O. B. Camden, N. J. All orders, however, should be forwarded to factory, Rochester, N. Y., with the exception of those dealers located in New York Branch territory who may, as formerly, send orders to said Branch for attention.

BRUSHES.

Owing to the advance in manufacturing costs of Camel Hair and Bristle Rubber Set Brushes, from January 1st, 1916, there will be but one discount on these brushes, namely, 30%, regardless of quantity purchased.

DON'T TRANSPOSE LENSES. WE ARE STILL GETTING COMPLAINTS.

The Historian of the Household



The Biographer of the Baby

Keep a Photographic Diary with an Autographic Kodak

Such a pictorial record of the year tells the whole story accurately, conveniently and is a pleasure in the keeping.

The Kodak to tell the story and the Kodak album to keep it are featured in our photographic department.

Let us show you.

RICHARD ROE & COMPANY.

Double Column Cut No. 211-C. Single Column Cut No. 211-D.

FOR TRADE CIRCULATION ONLY.

Eastman Kodak Company

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVII., No. 3 ROCHESTER February, 1916

KODAK SAFELIGHT LAMP

The Kodak Safelight Lamp is the result of inquiries for a lamp for amateur use, somewhat smaller in size and costing less than the Wratten Safelight Lamps, but embodying the Wratten Safelights.

It is made of metal; neatly finished in a warm tone of brown and the inside is enameled white to intensify the force of the reflected light from the electric bulb in the top. The Kodak Safelight Lamp is 8¾ inches high, 7⅛ inches wide, and 6 inches deep. It is supplied with safelight and four feet of electric light cord with socket.

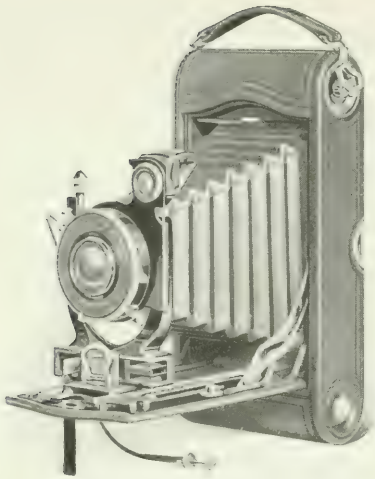
The Kodak Safelight Lamp will appeal to the amateur who takes pride in doing his own work. So have them in stock and show them at every opportunity.

PRICE

Kodak Safelight Lamp, including safelight and cord -	$3.00
Dealers' discount -	33⅓%

ORANGE AND RUBY GLASS.

We are prepared to supply Orange and Ruby glass, size 3½ x 4⅝ inches for use in the No. 2 Eastman Kodak Dark Room Lamp, at 10 cents each. Discount same as on all Orange and Ruby glass.



NO. 3A AUTOGRAPHIC KODAK *SPECIAL* FITTED WITH KODAK RANGE FINDER

The 3A Autographic Kodak *Special* has always stood for the best in hand camera construction—has always been the last word in camera quality and efficiency. But we were not satisfied to equip it with the best anastigmat lenses; the speediest shutters and give it the finest finish.

Last year we added to its efficiency, the Autographic feature, with its obvious advantages, and now still another innovation—the Kodak Range Finder, to insure correct focusing with the sharp cutting anastigmat lenses used—for distances less than 100 feet, (the focusing scale is still retained for the convenience of those who prefer to use it). The Range Finder permits the operator to determine the focus quickly and surely without any of the uncertainty and disappointment that often result from the estimating of distances. It is also furnished with Optimo shutter with variable speeds from 1 second to 1/300 of a second.

Here is a camera that is unexcelled in equipment and finish and offers salable features that are absolutely unequalled by any other camera, irrespective of price. Every man in the organization is proud to count the new 3A *Special* a product of the Kodak factories, and we hope every dealer will substantiate this with an equivalent in sales effort.

How to Use the Kodak Range Finder

Open the Kodak and pull out the standard to the limit of motion, then lock it by pushing up on the handle. It will then be found that the indicator will come just behind the 100-foot mark over the focusing scale.

As image will appear when Range Finder is racked too far forward.

Draw out the milled head at right side of the bed. This is to be used for racking the front back and forth.

Hold the Kodak in the horizontal position and at such a distance from the eye that the image is seen clearly and sharply in the three mirrors of the Range Finder which is located at the bottom of the standard.

The image is most easily seen by looking with one eye through (not at) the Range Finder, and the eye should be quite close to it.

Select some horizontal line near the center of the subject, such as the collar hat brim or belt if a portrait, or a window frame or roof if a building, and rack the lens back and forth by means of the milled head, until this line is continuous in the three mirrors of the finder. By racking back and forth the continuity of the line can be broken and mended at will. When the line is continuous, the focus is correct. An easy method for determining the distance

As image will appear when Range Finder is racked too far back.

when taking a portrait, is to have the subject hold his hand in the horizontal position across the chest, then focus upon the line formed by the lower part of the hand. The image will appear inverted in the Range Finder, whereas it is right side up in the view finder. The composition of the picture should be roughly determined by using the view finder, in the usual manner, then the distance of subject should be found by means of the Range Finder, after which the view finder should again be used in order to make sure that the picture is properly composed. It is obvious, however, that any change in distance from the subject to camera would mean refocusing.

As image will appear when the Kodak is correctly focused.

The Kodak Range Finder which at present is supplied only on the No. 3A Autographic Kodak *Special*, is neat and attractive and in perfect harmony with the other appointments of the camera. Heretofore there has been no lack of salable points in favor of the No. 3A *Special*, but this added feature should tend to still greater impress those of your customers of discriminating tastes, and lead to increased sales of this camera.

Showing location of Range Finder on No. 3A Special.

As the illustration shows, the Range Finder is built into the standard beneath the shutter and it performs the same functions for the Kodak as do the big range finders for the army and navy.

The Kodak Range Finder becomes a part of the regular equipment of the No. 3A Autographic Kodak *Special* and its addition will advance the list price $3.00. On account of the changes that are necessary in the construction, it will be impossible to equip the No. 3A *Specials* not already supplied, with the Kodak Range Finder.

Hereafter all No. 3A Specials, with the exception of those fitted with Cooke Kodak lenses, will be supplied with Optimo shutters.

For the present, these Kodaks when fitted with Cooke Kodak lenses, will have Compur shutters.

There will be no change in price on account of the addition of the Optimo shutter.

PRICES

No. 3A Autographic Kodak Special, Zeiss Kodak Anastigmat *f*.6.3 lens, Optimo shutter and Kodak Range Finder, -	$66.00
Ditto, with Cooke Kodak Anastigmat, *f*. 6.3 lens, - - -	49.00
Ditto, with B. & L. Zeiss Tessar Series IIb Anastigmat, *f*. 6.3 lens, - - -	77.00

Dealers' discount, 33⅓%.

CHEMICALS

POTASSIUM CHLOROPLATINITE:

In 15-grain bottles will be advanced to two times the original list price and in the future will be supplied as follows:

15-grain bottle - - - - $2.50

Dealers' discount, 25%.

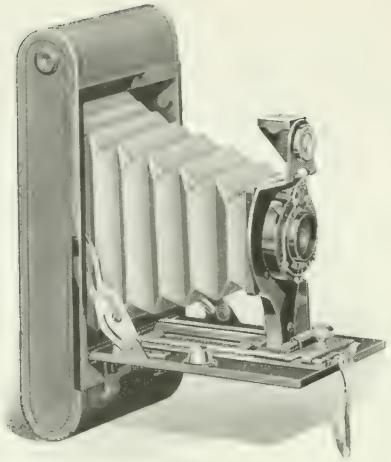
ARISTO PLATINUM SOLUTION:

Will be advanced to two times the original list price, and in the future will be supplied as follows:

No. 1, - - - - - -	$1.00
No. 2,	2.00

Dealers' discount, 25%.

The above prices effective Feb. 1, 1916.



Folding Cartridge Premo No. 2.

CARTRIDGE PREMOS

The majority of amateur photographers prefer the roll film system of photography to any other. But there is a class—and in the aggregate it's a very large class—to whom the features of Premo Film Pack photography appeal the strongest. This will always be so. We look to see Premo Film Pack cameras and Premo Film Pack photography develop and increase hand in hand with the development and increase of roll film photography.

Furthermore, there is still an appreciable volume of plate camera business, and the Premo, as you well know, is by far the leading plate camera on the market.

The many years during which Premos have been before the public, and the very extensive Premo advertising campaigns which have been conducted in recent years, have given to the name "Premo" a strong advertising value.

In introducing a line of Cartridge Premos, the R. O. Division is not only "cashing in" on the advertising value of the Premo name, but is also rounding out the Premo line, so that now a Premo customer may have his choice of a film pack camera, a plate camera or a roll film camera.

Cartridge Premos are introduced to you in two different models.

No. 00 Cartridge Premo. This is an innovation, introducing a new size of picture—$1\frac{1}{4}$ x $1\frac{3}{4}$ inches. By midsummer thousands and thousands of these little cameras are going to be in the hands of boys and girls, for the list price is only $.75, and it will make first rate pictures. Discount to the trade, 40%.

The film lists at $.10 with the usual discount of 25 and 10%. It comes in six-exposure rolls only, and while it is not N. C. film, it is of regular Eastman quality, but requires the glycerine bath to prevent curling.

No. 00 Cartridge Premo.

The camera has automatic shutter for time and instantaneous exposures, and is neatly covered with imitation leather. To help in their sale, we are putting these cameras up in attractive display boxes for the counter. These

boxes contain 24 cameras and are supplied without extra charge with all orders for two dozen or more of the cameras.

Folding Cartridge Premo No. 2. This is a neat, attractive little camera for 2¼x3¼ pictures, using regular Kodak N. C. Film. It has rounded ends, is covered with imitation leather and is finished in nickel and black enamel. Fitted with Kodak Automatic shutter and either meniscus achromatic or Rapid Rectilinear lens.

PRICES

Folding Cartridge Premo No. 2 with meniscus achromatic lens and Kodak Ball Bearing shutter,	$5.00
Ditto, with R. R. lens,	6.50
Discount to the trade,	40%

PRICE REDUCTION ON 1A PREMOETTE JR.

The 1A size of picture is such a popular one and the Premoette Jr. type of camera has been such a splendid seller in the Premo line, that we feel that many more Premoette Jr. No. 1A cameras should be sold this year than ever before.

To give new impetus to the sales of these cameras, we have decided to reduce the list price by $1.00 with each equipment, so that hereafter these cameras will list as follows:

Premoette Jr. No. 1A, with meniscus achromatic lens and Kodak Ball Bearing shutter,	$ 7.00
Ditto, with R. R. lens,	9.00
Ditto, with Kodak Anastigmat lens, *f.* 7.7.	14.00
Premoette Jr. No. 1A Special, with compound shutter and Zeiss Kodak Anastigmat lens, *f.* 6.3,	40.00
Ditto, with Cooke Kodak Anastigmat lens, *f.* 6.3,	31.00

Dealers' discount, 40%.

EASTMAN LANTERN SLIDE BOX No. 3

The Eastman Lantern Slide Box No. 3 is intended for the use of lecturers, or those who desire to carry a quantity of slides, conveniently and safely. It is constructed of a durable wood, neatly and attractively finished, with leather carrying handle and brass fittings including clasps and lock.

The box is felt lined and serves as a perfectly safe means of storing or carrying lantern slides. Have at least one in stock to show the customer who has use for them.

PRICE.

Eastman Lantern Slide Box No. 3, capacity 50 slides,	$3.00

Dealers' discount, 40%.

SILK BOLTING CLOTH

To eliminate the possibility of mistakes in filling orders, the different grades of silk bolting cloth will hereafter be designated as follows:

No. 1 Fine Mesh
No. 2 Medium Mesh
No. 3 Coarse Mesh

There will be no change in prices.

EASTMAN VISIBLE GRADUATE

The new visible graduate, as its name implies, may be easily read in the dark room under the rays of the ruby light. The graduations are opaque and not translucent as is the case with most graduates.

The visible graduate is moulded and measures accurately. It needs no introduction further than the obvious advantage it possesses and to show it, is to sell it.

PRICE

Eastman Visible Graduate	
2 oz.	$.20
4 oz.	.25
8 oz.	.40
16 oz.	.60
32 oz.	.80

Dealers' discount, 50%

CHEMICALS

POTASSIUM METABISULPHITE

We will be unable, at least for the present, to fill orders for the above chemical. We have, however, a substantial stock of Sodium Bisulphite which may, as previously announced, be substituted, part for part, in all of our formulæ specifying Metabisulphite.

SODIUM CARBONATE

As supplied in 100-lb. wooden drums will be advanced from 6 to 7c net per pound, such advance becoming effective January 10th, 1916.

(In Effect January 17th, 1916)

POTASSIUM CARBONATE

We will be unable, for the present, to fill orders for the above chemical. Sodium Carbonate, however, may be substituted, part for part, in formulæ specifying Potassium Carbonate.

NEPERA DEVELOPING AGENT

We will be unable to supply this chemical until further notice.

VELOX N. A. DEVELOPER and NEPERA SOLUTION

In 5-gallon jugs, will be advanced to 1¾ times the original list price and in the future will be supplied as follows:

Velox N. A. Developer, 5-gallon jugs,	$17.50
Nepera Solution, 5-gallon jugs,	15.75

Dealers' discount, 33⅓%.

There will be no change, for the present, in the price of the smaller containers.

ROYLON

We will be unable to supply this chemical until further notice. The

following formulæ for Developing-out and Bromide papers, which eliminates Elon and Roylon, will, we believe, be found satisfactory to the consumer:

Water, ...	30 ozs.
Hydrochinon, ...	100 grains
Eastman Sulphite of Soda,	200 "
Eastman Carbonate of Soda,	3½ ozs.

Add one drop of 10% solution of Bromide of Potassium to the ounce of the above developer.

Use at a temperature of from 68 to 70 degrees.

CODE ADDITIONS

Please add to your Code the following:

Page 21	Bareness	No. 1 Autographic Kodak *Special* with Kodak Anastigmat *f.* 6.3 lens and Optimo shutter.
" 23	Benefactor	No. 00 Cartridge Premo Camera.
" 25	Benefit	No. 2 Folding Cartridge Premo Camera.
" 30	Capsule	Leatherette Carrying Case for No. 2 Folding Autographic Brownie.
" 30	Captain	Leatherette Carrying Case for No. 2A Folding Autographic Brownie.
" 33	Coarse	Leather Carrying Case for No. 6 Metal Tripod.
" 42	Impulsive	No. 6 Metal Tripods.
" 45	Laundry	Kodak Safelight Lamp.
" 46	Lotus	No. 4 Professional Majestic Dryer, capacity four rolls.
" 62	Staple	Angelo Sepia Buff Paper.
" 64	Strict	AA Azo Post Cards.

INCREASED SALES.

The sales of supplies may be very materially increased. if your clerks and salesmen take advantage of the opportunities offered in Kodakery. There is a lot of difference to you and to us, between a Kodak that is idle and one that is kept busy. The purpose of Kodakery is to both create and keep up an interest in photography.

Of course, every one of your clerks knows that Kodakery is sent free for one year to every purchaser of a Kodak or Brownie, Graflex, Premo and Hawk-Eye camera. The subscription blanks are in every manual accompanying the camera, and in order to make sure the customer is not missing something, instruct your clerks to fill out the subscription blank right there on the spot, and send it to us. That will insure Kodakery, 100% circulation among those buying new cameras of our manufacture. Kodakery will give your customer twelve forcible reminders that there are everywhere, subjects worth photographing, and how to handle them in order to get them right, photographically. That alone is our motive in urging you to impress upon your clerks the importance of talking Kodakery as an incentive to sales promotion.

SOFT LEATHER CARRYING BAGS

In the September *Kodak Trade Circular*, we announced the soft leather carrying bags for the Vest Pocket and No. 1 Special Kodaks. These were so well received that we have prepared to supply similar bags for the Kodaks listed below. They are made of soft brown leather and have a strap for carrying.

The bag will stand a lot of hard usage without showing wear, and when the Kodak is being used may be readily folded into a small space and carried in the pocket. A suggestion will often make the sale.

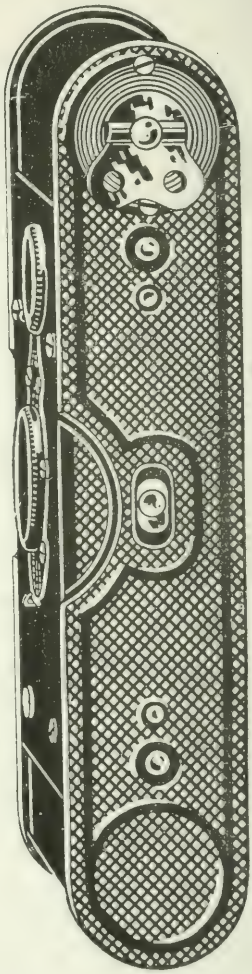
PRICE

Soft Leather Carrying Bag for No. 1 Autographic Kodak Jr.	$1.50
No. 1 A " " "	1.50
No. 1A Autographic Kodak	1.50
No. 3 " "	1.75
No. 3A " "	2.00

Dealers' discount, 33⅓%

The Vest Pocket Autographic Kodak

This is the actual size ➤



This is the size of the picture it takes.

And this is the price—$6.00

No wonder we are featuring it in our photographic department.

RICHARD ROE & COMPANY

Cut No. 232H.

FOR TRADE CIRCULATION ONLY.

Eastman Kodak Company

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVII., No. 4 ROCHESTER March, 1916

THE KODAK RANGE FINDER.

ACCURACY WITHOUT COMPLICATIONS.

The faster the lens, or, in other words, the larger the stop opening, the greater is the necessity for accurate focusing.

The larger the camera, or, to be more scientifically correct, the greater the length of focus of the lens, the greater is the necessity for accurate focusing.

The No. 3A Autographic Kodak *Special* provides larger stop openings, and has longer focus lenses than any other member of the Kodak family. The very elements that make it a superior camera, that fit it for snap-shots on gray days and for pictures of good size, call for greater accuracy in focusing than is required with less efficient cameras.

The Kodak Range Finder provides that accuracy—and without complications. It marks another one of the important steps in advance in Kodak photography; it does away with guess work—means better pictures. It is not an attachment, but is an integral part of the camera itself. And its use is simple:

Select some rather prominent horizontal line on the subject to be photographed and then look into the little three section mirror onto which the range lens projects the image. If you rack the lens back and forth you will notice the line you have selected is not continuous. Sometimes it shows on the middle section as above and sometimes below its normal position. Just turn the thumb-screw slowly until this line is continuous—crosses the three mirrors normally—and there you are. Your Kodak is in correct focus.

Detailed and illustrated instructions are given, of course, in the manual. They were also given very fully in the last month's

edition of the *Kodak Trade Circular*.

Anything that makes picture-taking easy, that does away with the probability of error, or improves photographic quality, means an increase in the army of amateurs. The Kodak Range Finder will make for greater efficiency. There are very many intelligent people, with money to spend and with a fondness for good pictures, who, unfortunately, are very poor judges of distance. The Kodak Range Finder will help them—and will help you in selling 3A *Specials*.

COOKE KODAK LENSES.

In last month's *Kodak Trade Circular* we announced that the Compur shutter would be fitted to the No. 3A Autographic Kodak Special, when the order called for Cooke Kodak Anastigmat f.6.3 lens. Since then the supply of these lenses has stopped entirely and for the present it will be impossible to furnish Cooke Kodak lenses in the 3A size.

SOMEONE IS SUPPLYING THEM.

The most progressive dentists are using the X-Ray either with their own equipment, or that of the Roentgenologist, to diagnose deep-seated trouble in the teeth, and the best means for doing this is with Eastman Dental X-Ray Film. There may be right in your locality, dentists or X-Ray physicians who are doing this work and they use quantities of film for the purpose. Why not get your share of this business? Why not acquaint them with the fact that fresh film is at all times obtainable from you?

If you are not now supplying the X-Ray physicians and hospitals within your territory with Eastman X-Ray Films and Seed X-Ray Plates, double your efforts. You need this business and can get it. Seed stands for the best in X-Ray Plates just as it does in portrait work. Eastman X-Ray Film does all that any plate can do, and besides, its physical advantages are obviously in its favor. Point out that in sizes larger than 8 x 10 the film costs less than plates. Are you supplying their chemical needs?

If you are unsuccessful in selling these doctors, send us their names and addresses and we will help you in every way we can to secure this business.

EASTMAN X-RAY FILM
(Improved)

Eastman X-Ray Films have been vastly improved in quality and the results obtained with the improved film are fully the equal, if not the superior of any plate made, under actual and similar tests for both direct and screen exposures.

Where two intensifying screens are used—one on either side of the film—the results show even greater density and speed than is possible with a single screen, with the same exposure on the same subject. This is not the case with plates, as the glass through which the X-Rays must pass, retards the action.

Eastman X-Ray Films are now coated on a medium weight non-curling support, so flexible and

easy to handle that there is no danger of injury to the surface of the intensifying screen, as is sometimes the case from glass splinters or rough surfaces in the plates.

Endeavor to get your X-Ray customers to try Eastman X-Ray Film. These films present obvious advantages over glass plates in exposing, developing, drying, interpreting and filing, and in addition, they may be sent through the mails with perfect safety without special packing. In sizes larger than 8 x 10, Eastman X-Ray Films are lower in price than plates. Two or more films may be exposed at the same time, with equally good results and without reversing the image.

Eastman X-Ray Films as formerly supplied and Eastman Screen X-Ray Films are now discontinued.

Each dozen films supplied with two sets of exposure envelopes.

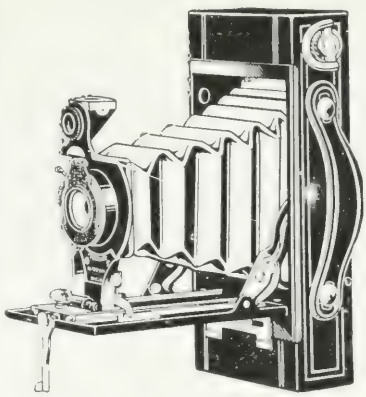
Eastman X-Ray Films are packed in boxes of one dozen sheets and the same quantity to the case as plates.

PRICES

Eastman X-Ray Films:

5 x 7	$1.10 per dozen
6½ x 8½	1.65 " "
8 x 10	2.40 " "
10 x 12	4.00 " "
11 x 14	5.00 " "
14 x 17	7.50 " "

Dealer's discount, 30%



The No. 2A Folding Autographic Brownie

(Price with achromatic lens, $8.00 with Rapid Rectilinear lens, $10 00

The thinness and compactness of construction—it fits the coat pocket—and the simplicity and ease of operation could only have been secured in Kodak factories by Kodak workmen.

And then it has the autographic feature, heretofore incorporated in Kodaks exclusively.

Has Kodak Ball Bearing shutter with highest speed $\frac{1}{100}$ of a second.

RICHARD ROE AND COMPANY

Single Column Cut—222H.
Double Column Cut—222G.

Don't neglect the advertising of your business---it pays to advertise.

KEEPING DOWN THE PRICE

In another column we are announcing advances in prices of many items, which advances have been made necessary by the tremendous increase in the cost of raw materials.

Fortunately we have not as yet been forced to advance the prices on such important goods as Kodaks, Brownies, Premos, films, or papers. These goods are costing somewhat more than they did of course, but economies brought about by the growing volume of the business, economies that would be impossible in smaller units, have enabled us, thus far, to hold the prices down when practically everything else is going up.

The only big item on which we have advanced prices, is glass plates, and on these the advance has been insignificant as compared with the price of glass. Glass costs two and a half times what it did. Plate discounts have been reduced but a trifle in comparison. And it should be borne in mind that we are using no re-coated glass in the manufacture of Seed, Standard, Stanley, Wratten & Wainwright or Eastman plates.

In keeping down the price we have not failed to keep up the quality.

EASTMAN STUDIO REGISTER SYSTEM.

Every professional photographer will welcome the Eastman Studio Register System as it simplifies the work of bookkeeping in the studio. This system has been devised by accountants who are thoroughly familiar with the business of the photographer; is entirely new and altogether practical for either the large or small studio. While remarkably efficient, it is a simple system, easily understood and requires the minimum of time and attention to keep all the details of the business immediately at hand.

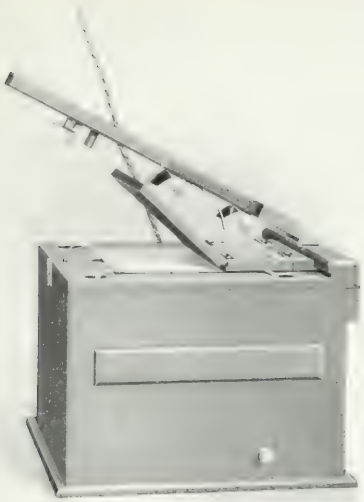
The system is fully explained in the instruction book, showing examples of pages from the Cash Book covering a month's business, a summary of several months' business, as well as a statement showing the condition of the business and the net income or profit for a given time.

The Register System includes a quartered oak desk box, quartered oak transfer box, two full sets of alphabetical guide cards, monthly guide cards, appointment guide cards, and 300 special ruled register and ledger account cards.

The Studio Cash Book is leather bound, cloth covered, properly ruled and printed for use with the Eastman Studio System, and also includes booklet of information.

PRICE.

Eastman Studio Register System, complete,	$5.00
Extra Eastman Studio Transfer Box with Alphabetical Guide Cards,	2.25
Dealers' discount, 33⅓%.	
Extra Ruled Cards,	
Per 100,	.60
Per 1000,	5.00
Eastman Studio Shop Tickets, (50 tickets to the pad)	
Per 100,	.25
Per 1000,	2.00
Eastman Studio Follow-up Cards,	
Per 100,	.60
Per 1000,	5.00
Eastman Studio Cash Book, (161 pages; size 11½ x 12"),	4.00
Dealers' Discount, 40%.	



No. 1 EASTMAN PRINTER.

The new Eastman Printer was designed for the convenience of the Professional Photographer for making 5 x 7 or smaller prints easily and quickly on developing-out paper.

Within the box is a small red lamp which remains lighted when the printer is in use, to enable the operator to properly place the negative and paper. The illumination comes from two lamps (not supplied by us but preferably 60 Watt), which may be adjusted to any position by the milled head screws on the sides of the box, to permit the correct illumination. The printing opening is 8 x 8 inches, and the side of the box is supplied with removable section through which a piece of ground glass may be placed for diffusing the light.

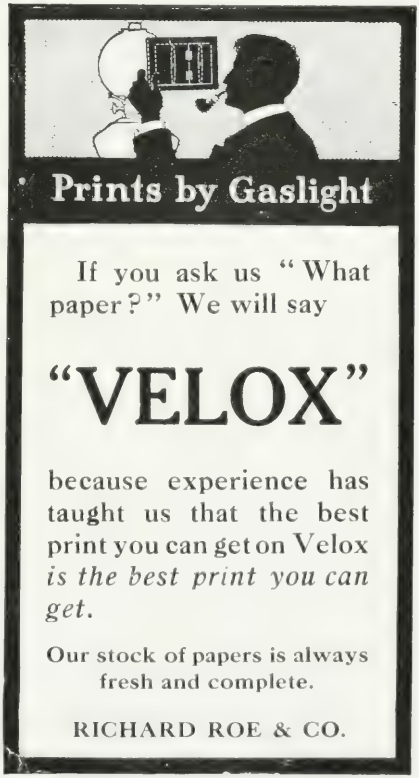
When the negative and paper are in place, the handle is pushed down until it locks, automatically flashing the two lamps which remain lighted until the handle is released.

The Printer is supplied with red lamp and electric cord with socket. It is well made throughout; the box is stained a chestnut brown and the metal parts are highly nickeled.

Every studio that makes 5 x 7 prints will find this printer an economy, whether or not it has a printer of large capacity.

PRICE

No. 1 Eastman Printer, - - $10.00
Dealer's discount, - - 33⅓%


Prints by Gaslight
If you ask us "What paper?" We will say
"VELOX"
because experience has taught us that the best print you can get on Velox *is the best print you can get.*
Our stock of papers is always fresh and complete.
RICHARD ROE & CO.

Three-inch single col. cut—No. [illegible]B
Four-inch—No. 534B
Six-inch—No. 3[illegible]B

ADVANCE IN PRICE.

Owing to the excessive advance in the cost of material used in the construction of various products that we are offering to the Trade, we are compelled, at this time, to make advances in our selling prices of the items enumerated below; these prices to be in effect March 1st, 1916.

CAMERAS:

	Old List	New List
5 x 7 R. O. C. View Camera,	$12.00	$13.00
6½ x 8½ R. O. C. View Camera,	13.00	14.50
8 x 10 R. O. C. View Camera,	14.00	16.00
5 x 7 Eastman View Camera No. 1,	19.00	20.00
6½ x 8½ Eastman View Camera No. 1,	21.00	22.00
8 x 10 Eastman View Camera No. 1,	23.00	24.00
5 x 7 Eastman View Camera No. 2,	25.00	27.00
6½ x 8½ Eastman View Camera No. 2,	28.00	30.00
8 x 10 Eastman View Camera No. 2,	30.00	32.00

No change in dealers' discounts.

CARRYING CASES:

	Old List	New List
No. 2 Folding Autographic Brownie Carrying Case,	$ .75	$ .90
No. 2A Folding Autographic Brownie Carrying Case,	.90	1.00
No. 1A Autographic Kodak Junior, Do.,	1.50	1.75
No. 1A F. P. K. Carrying Case,	1.50	1.75
No. 3A F. P. K. Carrying Case,	2.00	2.25
Leather Carrying Case for Metal Tripods,	1.50	1.75
No. 2 Stereo Hawk-Eye Carrying Case,	2.00	2.50
3¼ x 4¼ Film Premo No. 1 Carrying Case,	1.50	1.75
3¼ x 5½ Film Premo No. 1 Carrying Case,	2.00	2.25
No. 1 Premoette Junior Carrying Case,	1.00	1.25
No. 1A Premoette Junior Carrying Case,	$1.25	$1.50
No. 1 Premoette Junior Special Carrying Case,	1.50	1.75
No. 1A Premoette Junior Special Carrying Case,	1.75	2.00
2½ x 4¼ Premoette Sr. Carrying Case,	1.50	1.75
3¼ x 5½ Premoette Sr. Carrying Case,	2.00	2.25
3¼ x 4¼ Pocket Premo C Carrying Case,	1.75	2.00
3¼ x 5½ Pocket Premo C Carrying Case,	2.00	2.25
3¼ x 4¼ Filmplate Premo Carrying Case,	1.75	2.00
3¼ x 5½ Filmplate Premo Carrying Case,	2.25	2.50
4 x 5 Filmplate Premo Carrying Case,	2.25	2.50
5 x 7 Filmplate Premo Carrying Case,	3.00	3.50
3¼ x 4¼ Filmplate Premo Special Carrying Case,	2.75	3.00
3¼ x 5½ Filmplate Premo Special Carrying Case,	3.00	3.25
4 x 5 Filmplate Premo Special Carrying Case,	3.00	3.25
5 x 7 Filmplate Premo Special Carrying Case,	4.00	4.50

No change in dealers' discounts.

TRIPODS:

	Old List	New List
No. 0 Metal Tripod,	$1.60	$2.00
No. 1C " "	2.25	2.75
No. 1 " "	2.50	3.00
No. 2C " "	3.00	3.50
No. 2 " "	3.25	3.75
No. 6 " "	5.00	5.50

No change in dealers' discounts.

Eastman, Standard, Bulls-Eye, Flexo, R. O. C., Sliding and Combination Tripods will remain the same prices, but discounts will be as follows:

Regular discount,	40%
Lots of 100, assorted,	40 and 10%

DEVELOPING TANKS:

	Old List	New List
Brownie Developing Box,	$1.00	$1.25
V. P. Film Tank,	2.50	2.75
V. P. Duplicating Outfit,	1.25	1.40
Brownie Film Tank,	2.50	2.75
Brownie Duplicating Outfit,	1.25	1.40
2½" Film Tank,	3.50	4.00
2½" Duplicating Outfit,	1.75	2.00
3½" Film Tank,	5.00	5.50

	Old List	New List
3½″ Duplicating Outfit,	$ 2.50	$ 2.75
5″ Film Tank,	6.00	6.50
5″ Duplicating Outfit,	3.00	3.25
7″ Film Tank,	7.50	8.00
7″ Duplicating Outfit,	3.75	4.00
No. 1 Premo Tank,	1.25	1.50
No. 2 " "	3.50	4.00
No. 3 " "	4.00	4.50
4 x 5 Plate Tank,	3.50	4.00
5 x 7 " "	4.50	5.00
8 x 10 " "	10.00	12.00

No change in dealers' discounts.

EASTMAN FILM DEVELOPING HOLDERS AND EASTMAN FILM LOADING FIXTURES:

	Old List	New List
5 x 7 Eastman Film Developing Holder,	$ .30	$ .40
6½ x 8½ Eastman Film Developing Holder,	.30	.50
8 x 10 Eastman Film Developing Holder,	.40	.50
5 x 7 Eastman Film Loading Fixture,	1.00	1.25
6½ x 8½ Eastman Film Loading Fixture,	1.10	1.50
8 x 10 Eastman Film Loading Fixture,	1.25	1.50

No change in dealers' discounts.

SILK BOLTING CLOTH:

	Old List	New List
No. 1, per yard,	$4.00	$5.00
No. 2, " "	3.50	4.50
No. 3, " "	3.00	4.00
No. 1, per sheet,	1.25	1.60
No. 2, " "	1.13	1.40
No. 3, " "	1.00	1.25

No change in dealers' discounts.

SPOTTING BRUSHES:

Quantity discounts will be discontinued. Regular discount of 40% will apply, regardless of quantity.

SUNDRIES:

	Old List	New List
10-inch Eastman Metal Trimmer,	$5.00	$6.00
Eastman Spreader Flash Cartridge Pistol,	.50	.75
Flexo Print Roller,	.15	.20
R. O. C. Retouching Desk,	2.50	3.00
Stereo Printing Frame,	1.50	2.00
Premo Film Pack Developing Hangers,	.75	1.00

	Old List	New List
Lantern Slide Cover Glass (per dozen)	$ .20	$ .30
Lantern Slide Cover Glass (per case, 1108 lights)	15.00	20.00

No change in dealers' discounts.

No.2 Eastman Kodak Dark Room Lamp,

Discontinue 100 lot price.

GROUND GLASS:

	Old List	New List
4 x 5,	$ .15	$ .20
5 x 7,	.20	.25
5 x 8,	.20	.30
6½ x 8½,	.25	.35
8 x 10,	.30	.40
11 x 14,	.50	.65
14 x 17,	1.50	2.00
18 x 22,	2.00	2.65

No change in dealers' discounts.

RUBY AND ORANGE GLASS:

	Old List	New List
3½ x 4½,	$ .10	$ .15
4 x 5,	.15	.20
5 x 7,	.20	.25
5 x 8,	.20	.30
6½ x 8½,	.30	.40
7 x 9,	.30	.40
8 x 10,	.35	.45
10 x 12,	.50	.65
11 x 14,	.65	.85

No change in dealers' discounts.

GLASS STIRRING ROD THERMOMETERS:

	Old List	New List
Price,	$ .60	$ .75

EASTMAN THERMOMETERS:

	Old List	New List
Price,	$ .50	$ .65

No change in dealers' discounts.

HYDROMETERS:

List prices same as heretofore. Discount, 33⅓%. Dozen lots or more, 33⅓% and 10%.

EASTMAN TESTED HYDROMETERS:

	Old List	New List
Price,	$ .75	$ .90

No change in dealers' discounts.

EASTMAN FILM DEVELOPING HOLDER No. 2.

The new Eastman Film Developing Holder No. 2 consists of a strong wire frame of a non-corrosive metal and of such shape that the upper bar of the frame may rest in the notches on the inside edge of the Eastman Film Developing Box No. 2. They may be used as well with any plate developing boxes for 5 x 7 Core Developing Racks.

The four clips at the corners of the frame hold a 5 x 7 film firmly during the process of developing, fixing and washing. At the center of the top bar is attached a flat piece of metal, curved at the top to form a hook. This acts as a handle for manipulation and subsequent drying.

These holders may be easily loaded by hand, or by means of the Film Loading Fixture, and should strongly appeal to those of your professional customers who are now using, or who anticipate using Eastman Portrait Films.

Eastman Film Developing Holder No. 2, for 5 x 7 films, each, -	$0.30
Eastman Film Loading Fixture, -	1.25

Dealers' discount, 33⅓%.

CHEMICAL PRICES

It is necessary to further advance the selling price of certain chemicals and the following prices went into effect February 16, 1916:

Crystal Pyro: Advance list prices from 10 to 30%, making present list prices as follows:

1 oz. bottle	$ .33
¼ lb. "	.91
½ lb. "	1.76
1 lb. "	3.38
5 lb. can	16.58

Discount 33⅓%. Lots of 100 ozs., assorted, 40%. Other quantity discounts are withdrawn.

Potassium Oxalate: Advance list from 4½ to 5½ times original list, making present list $1.65 per pound.

Mercury Bichloride: Advance from ¾ to 2½ times original list, making present list as follows:

1 oz. bottle	$ .63
¼ lb. "	1.13
½ lb. "	2.13
1 lb. "	4.00

E. K. Tested Sodium Sulphite: Advance of 3 cents per pound, making present prices as follows:

1 lb. bottle	$ .33
5 lb. "	1.50
1 lb. can	.25
5 lb. "	1.00
25 lb. "	4.75
100 lb. wooden drum,	$ .11 net per lb.

E. K. Tested Sodium Carbonate: Advance 2 cents per pound, with the exception of wooden drums; wooden drums 1 cent; making present prices as follows:

1 lb. bottle	$ .22
5 lb. "	1.00
1 lb. can	.19
5 lb. "	.75
25 lb. "	3.50
100 lb. wooden drum,	$ .08 net per lb.

There are no changes in dealers' discounts.

CHEMICAL CHANGES.

(Effective February 25th, 1916)

It has become necessary for us to discontinue supplying large containers of the following, until further notice:

NEPERA SOLUTION AND VELOX N. A. DEVELOPER

5 gallon jugs will be discontinued.

POWDERED ALUM

100 lb. wooden drums will be discontinued.

EASTMAN X-RAY DEVELOPER POWDERS

We will be unable to supply these powders until further notice.

EASTMAN M Q. TUBES AND POWDERS

Owing to the continued scarcity of the coal tar developers, due not only to the cutting off of the imports from abroad but also to the fact that the same elements are used in the manufacture of explosives, dealers should urge the use of Pyro and Hydrochinon, bearing in mind that these developers produced good results for years before it became customary to use the coal tar developers.

Shortage of the coal tar developers is likely to continue for some time to come, and the healthy increase in the photographic business does not by any means help the chemical situation. We are therefore obliged to withdraw the quantity discounts on Eastman M. Q. Tubes and M. Q. Powders, but hope to meet all usual and necessary demands for this chemical right along.

For the present the dealer's discount on M. Q. Tubes will be 40% regardless of quantity ordered, and 50% on M. Q. Powders regardless of quantity ordered.

ARISTO SINGLE TONER.

Owing to the increase in the cost of the chemicals involved, Aristo Single Toner has been advanced to two times the original list prices. This change took effect February 1st, 1916, but was reported too late to be included in the February *Kodak Trade Circular*.

PRICE

Aristo Single Toner No. 1, -	$1.00
Ditto, No. 2, - - - -	2.00

Dealers' discount, 25%.

FORMULA FOR DEVELOPING-OUT AND BROMIDE PAPERS.

In the February *Kodak Trade Circular* we published a formula for Developing-out and Bromide Papers, which dispenses with both Elon and Roylon. This developer has worked out very satisfactorily and we are repeating it here, with a slight change in the quantity of Bromide of Potassium to be used:

For Velox, Azo or Eastman Bromide Papers for outdoor exposures and general amateur finishing.

Water, - - - -	30 ozs.
Hydrochinon, - -	100 grs.
Eastman Sulphite of Soda, - - - -	200 grs.
Eastman Carbonate of Soda, - - - -	3½ ozs.

Dissolve chemicals in the order named.

Add one drop of *saturated solution* of Bromide of Potassium to each *3 ounces* of the above developer.

In using this developer for Velox, the image appears like an over-timed print at the beginning of development, but will clear and build up as development proceeds.

Use at a temperature of 68 to 70 degrees.

A MERE BUBBLE

Who would think that anything as harmless as a bubble would cause people to anticipate trouble? It has, however, to the extent that not infrequently, we receive requests to replace anastigmat lenses because they contain bubbles. As a matter of fact the presence of bubbles in optical glass from which anastigmat lenses are made, are unavoidable and in reality just as much a mark of quality, as is the Sterling Mark or Hall Mark on silver. Small bubbles, whether single or grouped, do not interfere in any way, with either the speed or the definition of the lens, as is proved by actual tests.

EASTMAN BROMIDE FABRIC NO. 1

(Fine Texture)

Eastman Bromide Fabric, as its name implies, has a fabric base, on which is coated, a Bromide emulsion, working in every way like a Bromide paper. The fabric is of a fine quality and as free from imperfections in weaving as is possible to obtain. It has approximately the same body and weight as a paper and should not be confused with the flimsy sensitized photographic cloth which is not coated with an emulsion. Eastman Bromide Fabric will stand a lot of abuse without cracking—in fact will last almost indefinitely. It makes an ideal medium for the photographic records of progressive work kept by Architects, Engineers and Contractors and for salesmen carrying photographs of a line too bulky to carry with them, such, for example, as furniture. Eastman Bromide Fabric obviates the necessity of mounting such photographs on linen and is therefore less expensive. It has a beautiful matte surface and a fine texture and will be found valuable, not only for commercial work of the character described, but is especially suited for portrait prints which are to be oil colored. In fact, it can be used for almost any work which does not require a glossy surface. The manipulation is identical with that of P. M. C. Bromide.

Get your commercial and professional customers to try Eastman Bromide Fabric No. 1, and the results will prove convincing.

PRICES

	Doz.	½ Gross	Gross
5 x 7	$ .45	$ 2.30	$ 3.75
5 x 8	.50	2.50	4.25
3½ x 12	.50	2.70	4.55
6 x 8	.55	3.15	5.50
6½ x 8½	.65	3.55	6.25
7 x 9	.75	3.95	7.05
7½ x 9½	.80	4.55	8.25
8 x 10	.90	5.15	9.40
10 x 12	1.25	7.45	14.05
11 x 14	1.70	9.80	18.00
12 x 15	1.90	11.40	21.15
14 x 17	2.50	14.90	28.15
16 x 20	3.45	19.55	37.50
17 x 20	3.65	20.75	39.90
18 x 22	4.25	25.00	48.45
20 x 24	5.00	29.70	57.80

10 ft. rolls 34 inches wide, $2.90.
10 yd. " 34 " " 8.50.

Dealer's Discount, 25%.

ERROR

There is an error on page 5 of the February *Trade Circular* in announcing the Folding Cartridge Premo No. 2 fitted with the Kodak Automatic shutter. This should have read *Kodak Ball Bearing Shutter*, and will you please correct your copy accordingly.

CARRYING CASE FOR FOLDING CARTRIDGE PREMO NO. 2.

The carrying case for the Folding Cartridge Premo No. 2 is made of fine imitation leather and has a leather shoulder strap which can be adjusted so that the case may be carried by hand.

Order these cases when placing orders for the new No. 2 Cartridge Premo. Sell a case with every camera.

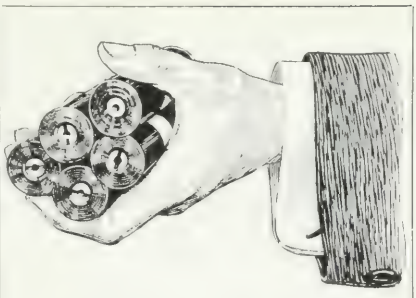
PRICE.

Carrying Case for Folding Cartridge Premo No. 2, - - $1.00
Dealer's discount, 40%

STOLEN CAMERAS

The following cameras have been reported stolen since the February *Kodak Trade Circular* went to press:

Vest Pocket Autographic Kodak, - - - - -	No. 318900
Do., f.7.7 lens, - - -	No. 357010
Vest Pocket Kodak, - -	No. 361306
1A Autographic Kodak, R. R. lens, - - - - -	No. 87525
No. 3A Autographic Kodak, Kodak Anastigmat, *f.* 7.7 lens, - - - -	No. 413387
No. 3A Autographic Kodak, Special, - - - - -	No. 19532
3A Special Kodak, anastigmat lens (No. 1539766) and Compound shutter (No. 1486201), - - - - -	No. 13402
Do., - - - - - -	No. 14155
No. 4 Folding Hawk-Eye, Model 3. - - -	No. 809



Your Kodak and our

Finishing Department

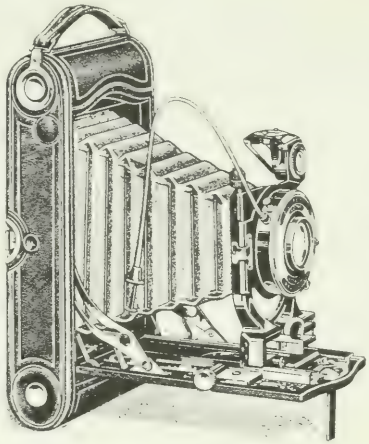
are a combination that makes for results.

Every strip of film is developed and every print is made by experts who have the one idea of "results" in mind—just as you have when you click the shutter.

RICHARD ROE & CO.

Single Column Cut No. 271-B
Double Column Cut No. 271-A.

Have the goods in stock ready for the opening of a busy season.



The 3A Autographic Kodak *Special* with Kodak Range Finder

A brand new feature in photography and a permanent improvement on picture making is the Kodak Range Finder with which the new 3A Autographic Kodak *Special* is equipped. No estimating of distances is necessary. The Range Finder tells you *accurately* what you had to guess at before.

Come in and try out its efficiency for yourself. See by actual trial how swiftly, how surely, it enables you to establish the correct focus.

The other features of this new model 3A Autographic will also interest you. It's shutter, anastigmat lens equipment, autographic attachment—it's quality of finish—will stir the enthusiasm of anyone who has ever held a camera in his hand.

RICHARD ROE & COMPANY

Single Column Cut, No. 20c D. Double Column Cut, No. 20c C.

FOR TRADE CIRCULATION ONLY.

Eastman Kodak Company

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVII., No. 5 ROCHESTER April, 1916

1916 NEWS.

You just can't help doing business this year.

Kodak initiative has been even more marked than usual; the features that have helped the Kodak predominance have been given wider application—the new goods will not merely "meet the demand", they will make demand.

Last year we announced that "all folding Kodaks are now Autographic." We now announce; All folding Brownies are now Autographic. And, furthermore, they are only about one-half the bulk of the old model Brownies for pictures of corresponding size. The folding Brownies have always been good sellers—the new models in the 2 and 2A sizes, introduced last fall, have kept our factory wheels humming, and the two larger sizes, now announced and soon to be ready for delivery, also promise to be widely popular. There's a new 3A, in the catalogue. (ready about July 1st) and the new 2C—this is news—takes the place of No. 3. The new size, 2C, is for pictures $2\frac{7}{8}$ x $4\frac{7}{8}$. It is the elongated shape that people want and just fills the niche between the $2\frac{1}{2}$ x $4\frac{1}{4}$ and the $3\frac{1}{4}$ x $5\frac{1}{2}$. Excuse prophecy—but it's destined to be a leader.

When we introduced the Junior Kodaks we went a long way toward the further popularizing of amateur photography by the marketing of highly efficient cameras at a low price. These new Brownies will be a further big help along the same line. The small size and price mean more business—not merely in cameras but in all the things that follow.

And this brings us to lenses. The Kodak Anastigmat f.7.7 lenses have made a remarkable record because, in them, the Kodaker gets everything in quality that any anastigmat can give him on his camera and gives him fair speed

and all at a very small price. Now comes the new lens, the Kodak Anastigmat *f*.6.3. It gives *both* speed and quality, and at a price below that of other anastigmats of like speed and quality, because it is only expected to do the thing for which it is listed. The 3A Kodak Anastigmat *f*.6.3. for instance, is the equal of any lens made in covering a 3¼ x 5½ plate—and that is all the Kodaker wants of it. Some of the other lenses, when stopped down and used as wide angle lenses, will cover, say, a 5 x 7 plate better than the Kodak Anastigmat will—that's why it costs more to make them, and for ninety-nine amateurs out of a hundred, this feature is a useless expense.

The Kodak Anastigmat *f*.6.3 are made to fit the Kodaker's requirements—to give high speed and better definition at a lower cost than has heretofore prevailed—and they fill the requirements. These *f*.6.3 anastigmats will now be furnished with the Nos. 3A, 3, 1A and 1 Special Kodaks, and there is a Kodak Anastigmat *f*.6.9 for the Vest Pocket Kodak, *Special*. These lenses mean better business because they mean increased efficiency — economically. Many a prospective Kodak buyer who has not gone deeply enough into the matter to consider the anastigmat advantage can be sold either an *f*.7.7 or an *f*.6.3 if you explain their advantages in speed and quality—particularly quality. To you it will mean a larger immediate profit. To your customer it will mean a lasting satisfaction with photography that will increase your future profit.

Some people said that the No. 1 and No. 1A Jr. Kodaks with the single lenses ought to be fixed focus—like the old model No. 1 and 1A F. P. K's. Some said that the focusing models were better. There are good arguments for both sides. Very well. Take your choice, we make them both ways, at the same price. Of course, we do not furnish the R. R. lenses or anastigmats with a fixed focus camera. The stop openings are too large to make it practical.

And, more news. There is, or very soon (about June 1st) will be a 2C Autographic Kodak Jr.—pictures 2⅞ x 4⅞. So thin and narrow as to be conveniently pocketed, with all the features, low prices included, that have made the other juniors so popular, here is a sure seller. The price with single lens is $12.00, with R. R. lens, $14.00 and the *f*.7.7 Kodak Anastigmat, $19.00. It means business.

Of course, there will be new good things in albums and mounts —and the like. The catalogue, of which you will receive an *advance* copy in a few days, will tell you all about them. Catalogue distribution in quantities will begin to follow shortly after, and there will be the full quota of advertising helps ready for you as the season advances. Back of the attractive new goods, will be, no, *is* the force of our heavy advertising. We say *is* advisedly, because the advertising runs unceasingly. The Christmas campaign was not cold before we were again in the magazines—most all of 'em—with full pages. The back cover campaign in colors is here right now and there will be more of them this year than ever before—and better than ever before.

You just can't help doing business this year.

"FOR THE GOOD OF THE SERVICE"

In the course of the year, we do a great deal of repair work, requiring time and patience, for which no charge is made.

Sometimes there is an obvious reason why there should be no charge attached to the work, sometimes there is no good reason further than giving the customer the benefit of the doubt, but still no charge is made. However, when we do work of this character free of charge and prepay the shipment back to the dealer, there should be no charge made to the customer.

Your customers make your business what it is. Don't give them an opportunity to criticise you.

AN IMPORTANT DETAIL.

The little helps are appreciated by the customer. Attention to detail on your part inspires in him a confidence in you that means more business.

Show the customer to whom you sell an Autographic Kodak, just how the film should be cut up so that the record will be on the negative it belongs with. And then (remembering that care like charity begins at home) see to it that the people in your own developing department are similarly informed, and that they use their information.

On vertical pictures the Autographic record is always on the margin next to the foreground,—is at the bottom of the picture. On horizontal pictures it is at the left hand margin of the negative when looked at from the back (the shiny side) and held right side up.

It's a simple detail, worth watching. The little things count.

THE GOVERNMENT SUIT

In June, 1913, a petition in equity was filed by the Government against the Eastman Kodak Company, in the United States District Court for the Western District of New York, under the Sherman Anti-Trust Law. In August, 1915, the Court filed an opinion sustaining the Government's petition, and in January, 1916, a decree was entered against the Company. From that decree, the Company is perfecting an appeal to the Supreme Court of the United States.

Pending the appeal and decision of the case in the Supreme Court, the Company re-announces that dealers in photographic supplies who purchase or deal in any of its products are not restricted in any manner as to the price or prices at which they shall sell such products, nor are such dealers required to handle or deal exclusively in any of the products purchased from this Company, but they may at the same time freely purchase, handle and deal in the products of any other photographic concern.

We shall not refuse to sell our photographic supplies at dealers' rates to dealers on the ground that they are handling photographic supplies manufactured by others.

Stock houses which the company owns will not be restricted against handling photographic supplies manufactured by competitors.

PRICES OF NEW CAMERAS AND SUPPLIES

An advance copy of the new Kodak catalogue will be sent you in a few days, listing the following cameras and supplies which are now ready, or will be ready by April 15th. A brief description of some of these will be found in the article "1916 News" (see page 1) and more detailed descriptions will follow as space permits.

PRICES.

Vest Pocket Autographic Kodak, *Special*, with Kodak Anastigmat lens, f.6.9, ... $20.00
Ready about April 15th.

No. 1 Autographic Kodak Junior, (Fixed Focus) with meniscus achromatic lens and Kodak Ball Bearing shutter, ... 9.00
Ready about April 15th.

No. 1A Autographic Kodak Junior, (Fixed Focus) with meniscus achromatic lens and Kodak Ball Bearing shutter, ... 11.00
Ready about April 15th.

No. 3A Autographic Kodak *Special*, with Kodak Anastigmat lens, f.6.3 and Optimo shutter, . . . 55.00

No. 2C Folding Autographic Brownie, for pictures 2⅞″x4⅞″, with meniscus achromatic lens and Kodak Ball Bearing shutter, 9.00

Do., with R. R. lens, ... 11.00

Carrying Case for No. 2C Folding Autographic Brownie, . . 1.00

Discount on all the above, 33⅓%.

Autographic Film Cartridges, No. A130, 2⅞″ x 4⅞″ for No. 2C Folding Autographic Brownie.

10 exposure . . .	$ .60
6 exposure . . .	.35
2 exposure . . .	.15

Discount 25 and 10%.

Brownie Safelight Lamp

This lamp fits the standard electric socket; is made of metal, neatly Japanned and is only a trifle larger than the electric bulb it holds. Has circular removable safelight in end and larger removable safelight in side. Takes a 15-watt Mazda lamp which is not included. $1.00. Discount 33⅓%. Ready about April 15th.

Universal Tripod Head

This device will fit any regular tripod socket. Has ball and socket, permitting camera to be tilted through an angle of 90 degrees. 75 cents. Discount 33⅓%.

NEW ALBUMS

The Othello Album

This album has flexible covers of finest heavy black Walrus leather, faced inside with silk finish black cloth, and has large pocket in back of the same material, for holding loose prints.

Has expansion back held firmly by countersunk black enamel screws; 50 jet black leaves of best quality, and will hold 25 extra.

A,	5 x 8, ...	$2.40
	Pkg. 12 extra leaves, . .	.12
B,	7 x 11, ...	3.00
	Pkg. 12 extra leaves, . .	.15
C,	8 x 10, ...	3.10
	Pkg. 12 extra leaves, . .	.15
D,	11 x 14, ...	4.60
	Pkg. 12 extra leaves, . .	.35

The Trojan Album

Made of finest quality flexible, embossed leather, with bronze finish and word "Photographs" stamped in gold leaf. Black silk cloth pocket for loose prints. Contains 50 jet black leaves of extra quality, held in place by cord inside of covers, making album loose-leaf.

A,	5 x 8, ...	$1.80
	Pkg. 12 extra leaves, . .	.12
B,	7 x 11, ...	2.35
	Pkg. 12 extra leaves, . .	.15
C,	10 x 12, ...	3.65
	Pkg. 12 extra leaves, . .	.30
D,	11 x 14, ...	4.25
	Pkg. 12 extra leaves, . .	.35

The Cairo Album

Open back style, with flexible, tinted leather covers, and 50 neutral brown leaves of extra quality, held by silk cord through covers. Extra large capacity.

A, 5 x 8,	$1.60
Pkg. 12 extra leaves,	.12
B, 7 x 11,	2.00
Pkg. 12 extra leaves,	.15
C, 10 x 12,	3.25
Pkg. 12 extra leaves,	.30
D, 9 x 14,	3.50
Pkg. 12 extra leaves,	.35

The Hercules Album

This is one of the most attractive albums ever offered. The covers are flexible; of genuine leather in a new blended grey and black shade, with flap and clasps holding the album flat when filled. Has large pocket for loose prints; is furnished with 50 black leaves bound inside of covers by silk cord.

A, 5 x 8,	$2.65
Pkg. 12 extra leaves,	.12
B, 7 x 11,	3 25
Pkg. 12 extra leaves,	.15
C, 10 x 12,	4.35
Pkg. 12 extra leaves,	.30
D, 9 x 14,	5.00
Pkg. 12 extra leaves,	.35

The Thebes Album

Black Seal, Grain flexible leather covers, word "Photographs" stamped in gold leaf, open back style. 50 black leaves held in place by silk cord drawn through metal tubes.

A, 5½ x 7,	$1.50
Pkg. 12 extra leaves,	.12
B, 7 x 10,	1.90
Pkg. 12 extra leaves,	.15
C, 10 x 7,	1.90
Pkg. 12 extra leaves,	.15
D, 8 x 10,	2.10
Pkg. 12 extra leaves,	.15
E, 11 x 14,	3.50
Pkg. 12 extra leaves,	.35

Other Albums—Prices Revised

	Size	Price	Extra Leaves per Dozen
Agrippa			
A	5 x 8	$1.40	$ .12
B	7 x 11	1.70	.15
C	10 x 12	3.00	.25
D	9 x 14	3.30	.30
Tiber			
A	5 x 8	$ .75	$ .12
B	7 x 11	1.00	.15
C	10 x 12	1.65	.25
D	9 x 14	1.90	.30
Forum			
A or N	5½ x 7	$ .40	
B or O	7 x 10	.55	
C or P	10 x 7	.55	
D or R	11 x 14	1.25	
E	5½ x 7	.55	
F	7 x 10	.85	
G	10 x 7	.85	
H	11 x 14	1.50	
Apollo			
A	5 x 8	$ .50	
B	7 x 11	.70	
C	10 x 12	1.35	
D	9 x 14	1.40	
E	5 x 8	.70	
F	7 x 11	1.00	
G	10 x 12	1.60	
H	9 x 14	1.70	

Discount on Albums, 40%.

Kodak, Artists', and Souvenir Post Card Albums

will be supplied at the same prices and discounts as heretofore.

CARD MOUNTS

There will be no changes in our line of card mounts, except the addition of new 2C size in the Riviera and Baltic and the new prices, which are as follows:

Bevplane

For Prints	Per 1000	Per 100	Per 50
1⅝ x 2½	$6.00	$ .70	$ .35
2¼ x 3¼	6.00	.70	.35
2½ x 4¼	8.00	.90	.45
3¼ x 3¼	8.00	.90	.45
3¼ x 4¼	8.25	.95	.50
3¼ x 5½	8.75	1.00	.50
4 x 5	8.75	1.00	.50
2¼ x 7	8.75	1.00	.50
4¼ x 6½	15.50	1.70	.85
5 x 7	17.00	1.90	.95
3½ x 12	18.00	2.00	1.00

Colors—Carbon Black and Scotch Gray.

CARD MOUNTS—Continued

Riviera

For Prints	Per 1000	Per 100	Per 50
1½ x 2	$2.85	$ .35	$ .20
1⅝ x 2½	3.90	.45	.25
2¼ x 2¼	3.90	.45	.25
2¼ x 3¼	5.00	.55	.30
2½ x 4¼	6.75	.75	.40
2⅞ x 4⅞	7.25	.80	.40
3½ x 3½	6.75	.75	.40
3¼ x 4¼	6.75	.75	.40
4 x 5	8.25	.95	.50
3¼ x 5½	9.25	1.05	.55
4¼ x 6½	14.00	1.55	.80
5 x 7	15.00	1.65	.85

Colors—Ash Gray and White.

Marine

	For Prints	Per 1000	Per 100	Per 50
No. 0	1⅝ x 2½	$7.50	$ .85	$ .45
No. 1	2¼ x 3¼	9.00	1.00	.50
No. 1A	2½ x 4¼	9.75	1.10	.55
No. 2	3½ x 3½	9.75	1.10	.55
No. 3	3¼ x 4¼	9.75	1.10	.55
No. 3A	3¼ x 5½	13.00	1.45	.75
No. 4	4 x 5	12.00	1.35	.70
No. 4A	4¼ x 6½	15.50	1.70	.85
No. 5	5 x 7	21.00	2.30	1.15

Colors—London Brown and Ash Gray.

Baltic

	For Prints	Per 1000	Per 100	Per 50
No. 0	1⅝ x 2½	$8.75	$1.00	$ .50
No. 1	2¼ x 3¼	10.75	1.20	.60
No. 1A	2½ x 4¼	12.00	1.35	.70
No. 2	3½ x 3½	12.00	1.35	.70
No. 2C	2⅞ x 4⅞	14.00	1.55	.80
No. 3	3¼ x 4¼	13.00	1.45	.75
No. 3A	3¼ x 5½	15.50	1.70	.85
No. 4	4 x 5	16.50	1.80	.90
No. 4A	4¼ x 6½	22.00	2.40	1.20
No.5	5 x 7	27.50	3.00	1.50

Colors—Buff, Brown and Gray.

Stereo

Size of Mount	Per 1000	Per 100	Per 50
3½ x 7	$4.00	$ .50	$ .25

Color—Queen's Gray.

View Enlargement Mounts

	For Prints	Per 100
A	5 x 7	$2.65
B	6½ x 8½	3.80
C	8 x 10	4.60
D	7 x 11	5.25

Colors—Gray and Brown.

Drimounts

	For Prints	Per Dozen
A	3¼ x 5½	$ .25
B	3⅞ x 5½	.25
C	4¼ x 6½	.26
D	5 x 7	.26
E	5 x 8½	.35

Drimounts—Continued

	For Prints	Per Doz.
F	6½ x 8½	$ .35
G	6 x 10	.35
H	8 x 10	.47
		Per ½ Doz.
J	10 x 12	.35
K	7 x 12	.35
L	8 x 14	.35
M	11 x 14	.47

Colors—English Gray or Sepia Buff.

Inslip Enlargement Mounts

	For Prints	Per Dozen
A	3¼ x 5½	$ .55
B	3⅞ x 5½	.55
C	4¼ x 6½	.55
D	5 x 7	.55
E	5 x 8½	.65
F	6½ x 8½	.67
G	6 x 10	.72
H	8 x 10	.90
		Per ½ Doz.
J	10 x 12	$ .90
K	7 x 12	.67
L	8 x 14	.67
M	11 x 14	1.25

Colors—English Gray or Sepia Buff.

Discount, 25%.

NOTE.—Card Mounts in 1000 lots, assorted, not less than 50 of a kind will be supplied.

Pocketfoto, Souvenir Photo Case, Woodmat,

will be supplied at the same list prices and discounts as heretofore.

Sizes of Enlargements

No. 2 Brownie Post Card Enlarging Camera, 3¼ x 5½ enlargements from 2¼ x 3¼ negatives.

No. 2 Brownie Enlarging Camera, 5 x 7 from 2¼ x 3¼ negatives,

No. 3 ditto, 6½ x 8½ from 3¼ x 4¼ negatives.

No. 4 ditto, 8 x 10, 6⅛ x 9¾ and 5⅜ x 9⅜ enlargements from 4 x 5, 3¼ x 5½ and 2⅞ x 4⅞ negatives, respectively.

A PAGE FROM THE NEW CATALOGUE

Care in the selection of the type of lens, followed by careful testing and inspection of each individual lens, has been one of the contributory causes of Kodak success.

Both in the simple achromatic and in the more powerful Rapid Rectilinears we have maintained a high standard. We nevertheless long ago appreciated the advantages of the faster and more highly corrected anastigmats, and that their more general use would mean better pictures and therefore a still greater popularity for photography. But price stood in the way. The problem was to make a lens of the highest quality at a moderate cost. We solved that problem in the Kodak Anastigmats. Their success is due to the fact that they are made for a specific purpose and fulfill it.

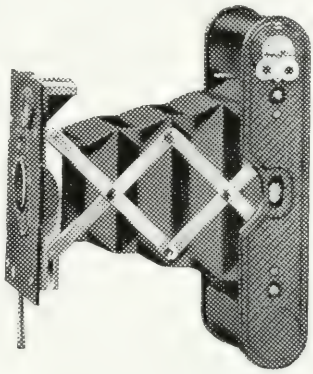
As a rule, Anastigmat lenses are made to serve a dual purpose. The lens that is to cover, say a 4 x 5 plate, at its largest opening, is intended also for a 5 x 7 plate as a wide angle lens when used with a smaller stop. It is, therefore, corrected to hit the "happy medium" and serve both purposes.

The Kodak Anastigmats have no such handicap. They are corrected to cover only the particular Kodak size for which they are listed. No consideration has to be given to anything else because nothing else is likely to be asked of them.

The result is that they give the utmost in efficiency for the specific purpose for which they are designed—and we are able to make and sell them at a lower price than the dual purpose lenses.

Our *f*.7.7 and *f*.6.9 Anastigmats, as their markings indicate, give somewhat more speed than the best rectilinear lenses. In quality —depth, definition (sharpness) and flatness of field they equal the best anastigmats made. Our Kodak Anastigmats *f*.6.3 have *both* quality and speed.

For Kodak use you can not get better lenses at any price.



Wear a

Vest Pocket Autographic Kodak

So small, compact and unobtrusive that you can have it with you always ready for the unexpected picture opportunity that always happens.

Right as a watch it may be carried just as conveniently—you *wear* it.

RICHARD ROE & COMPANY

Single Col. Cut No. 200F.
Double Col. Cut No. 200G.

Premos and 1916.

Premo catalogues are going out, Premo advertising is speeding up, and most appropriate to the season and the business prospects come new models and improvements in the Premo line.

In the February issue of the *Trade Circular* we announced the Cartridge Premos, introduced by the No. 00 and Folding Cartridge Premo No. 2. These cameras have already become so popular that we are having difficulties in filling orders, but are making strenuous efforts in the Premo factory to largely increase production, and hope to be in position shortly to fill all orders as received.

To this line we are adding the Nos. 2 and 2A Cartridge and 2A Folding Cartridge Premos.

Nos. 2 and 2A Cartridge Premos.

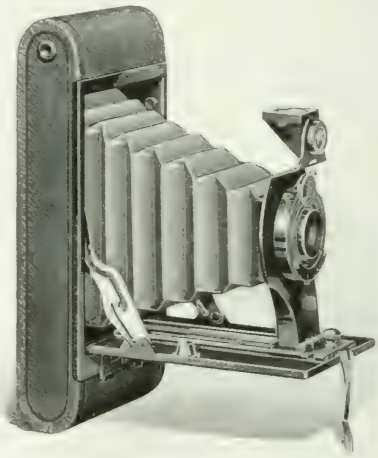
The 2 and 2A are box cameras taking regular N. C. film and constructed to open in very convenient form for loading and unloading. They are covered with imitation leather and will have a good sale among young people and those who wish inexpensive cameras. Described on page 15 of the new Premo catalogue.

PRICES.

No. 2 Cartridge Premo for 2¼ x 3¼ pictures, ...	$2.00
No. 2A for 2½ x 4¼ pictures, .	3.00

Discount to the trade, 40%

NOTE: The No. 2 will be ready about May 20th, the No. 2A about July 1st.



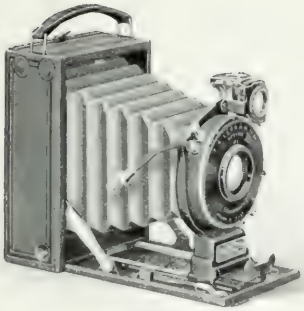
No. 2A Folding Cartridge Premo.

The No. 2A Folding Cartridge Premo is similar to the No. 2, but makes 2½ x 4¼ pictures. It folds compactly to go into the pocket, has rounded ends, Kodak Ball Bearing shutter, and is furnished with either meniscus achromatic or Rapid Rectilinear lens. Described on pages 16 and 17 of the new Premo catalogue.

PRICES.

No. 2A Folding Cartridge Premo with Kodak Ball Bearing shutter and meniscus achromatic lens,	$7.00
Ditto, with Rapid Rectilinear lens,	9.00

Discount to the trade, 40%.



PREMO No. 12.

In recent years more and more amateur photographers have shown a preference for small compact, anastigmatically equipped cameras. Such cameras are convenient to carry, and as their negatives will yield enlargements practically equal to contact prints, the size of the actual negative, within reasonable bounds, is not objected to.

With this demand in view, the Premo No. 12 has been designed as the most complete and capable camera possible to meet it. It makes 2¼ x 3¼ pictures. It will accommodate a lens with as large an opening as *f*.4.5, it takes films or plates with equal facility, and has ground glass for focusing. All these features are contained in a thin, smooth, extraordinarily compact and handsomly finished camera, which, with the various equipments with which it is listed, is sure of a notable sale among those who are looking for quality in a camera. Described on pages 20 and 21 of the new Premo catalogue, ready for delivery about May twentieth.

PRICES.

Premo No. 12 with Optimo shutter and Bausch & Lomb Kodak Anastigmat lens, *f*.6.3 (formerly listed as the Zeiss Kodak Anastigmat), including Film Pack Adapter and one Plate Holder, ...	$45.00
Ditto, with Bausch & Lomb Special Anastigmat lens, *f*.6.3 (formerly listed as the Bausch & Lomb Anastigmat), . .	36.00
Ditto, with Kodak Anastigmat lens, *f*.6.3, ...	40.00
Ditto, with Bausch & Lomb Tessar, Ser. IIb lens, *f*.6.3 (formerly listed as Bausch & Lomb Zeiss Tessar), . .	54.00
Ditto, with Bausch & Lomb Tessar, Ser. Ic lens, *f*.4.5 (formerly listed as Bausch & Lomb Zeiss Tessar), . . .	56.00
Ditto, with Kodak Ball Bearing shutter and R. R. lens, . .	15.00
Ditto, with Kodak Anastigmat lens, *f*.7.7.	20.00

Discount to the trade, 40%.

PREMOETTE SR. WITH R. R. LENS.

The Premoette Sr. introduced last year was listed with Kodak Anastigmat *f*.7.7 lens only. This camera moved so well that many have asked for the same model, but equipped with R. R. lens—a camera of this popular type which could be sold at a lower price. So we are listing this year the Premoette Sr. with either anastigmat or Rapid Rectilinear lens, providing a camera in the larger popular sizes to suit any pocketbook.

We have also added the 3¼ x 4¼ size in this model. Described on pages 12 and 13 of the new Premo catalogue.

PRICES.

Promoette Sr. with Kodak Ball Bearing and Rapid Rectilinear lens,

2½ x 4¼	$10.00
Ditto, 3¼ x 4¼	10.00
Ditto, 3¼ x 5½	12.50

Discount to the trade, 40%.

EASTMAN VIEW No. 2, 7 x 11.

It has been a long time since a new size in view cameras appeared. In offering a 7 x 11 Eastman View No. 2, we are governed by the requirements of many photographers who do a great deal of view camera work. The proportion is especially suitable for group work and for architectural subjects. The camera has an especially wide front board with sliding arrangement which permits the centering of the lens on either half of the plate when it is desired to make two exposures on one plate. The swing of this model is of unusual latitude to obtain the fullest value, from its proportion, in architectural work.

With this camera is regularly furnished carrying case and one Eastman Portrait Film Holder, although plate instead of film holder will be furnished, if desired. Described on pages 30 and 31 of the the new Premo catalogue. Ready about May 15th.

	PRICE.
Eastman View Camera No. 2, 7 x 11, with case and Portrait Film Holder	$35.00
Eastman View No. 2 Outfit, including Camera, Symmetrical lens, double valve auto shutter, six Portrait Film Holders, Combination Tripod, Focusing Cloth and Case to hold complete outfit, . .	63.00
Ditto, but with Rapid Rectigraphic instead of Symmetrical lens, ...	77.00

Discount to the trade, 40%.

VIEW CAMERA OUTFITS

The advance in the cost of materials, which brought about the change in prices of View Cameras, announced in the March *Kodak Trade Circular*, has likewise affected the View Camera Outfits.

Prices in effect March 4th, 1916:

R. O. C. VIEW OUTFIT

5 x 7 - - - -	$28.00
6½ x 8½ - - - -	36.50
8 x 10 - - - -	44.00

EASTMAN VIEW NO. 1 OUTFIT

5 x 7 - - - -	$35.00
6½ x 8½ - - - -	44.00
8 x 10 - - - -	52.00

With Rapid Rectigraphic instead of Symmetrical Lens:

5 x 7 - - - -	$46.00
6½ x 8½ - - - -	56.00
8 x 10 - - - -	66.00

EASTMAN VIEW NO. 2 OUTFIT

5 x 7 - - - -	$42.00
6½ x 8½ - - - -	52.00
8 x 10 - - - -	60.00

With Rapid Rectigraphic instead of Symmetrical Lens:

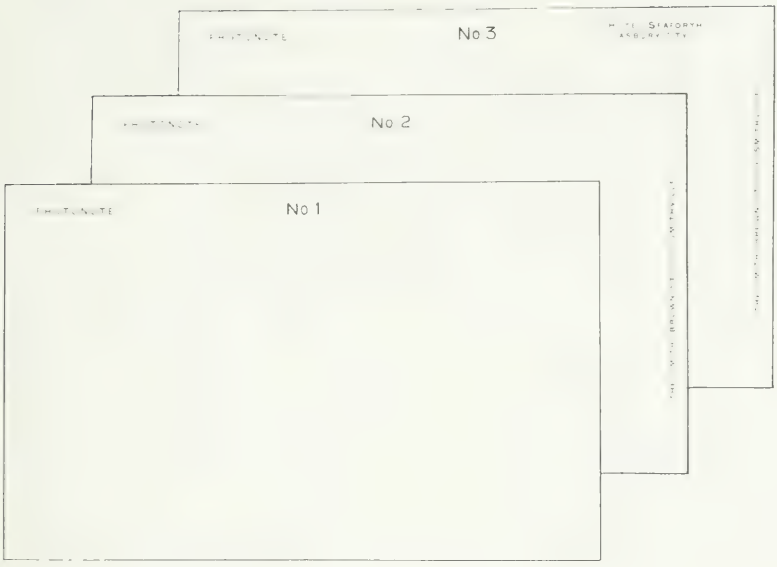
5 x 7 - - - -	$53.00
6½ x 8½ - - - -	64.00
8 x 10 - - - -	74.00

No change in discount.

FILM PACKS.

The Premo Film Packs are giving uniform satisfaction. The film pack cameras, such as the Premoette Juniors and Seniors, will be attractively advertised in all the leading magazines, as will the new Premo No. 12. There's a strong demand for Premos—the cameras that take films or plates with equal facility. Someone is going to reap the benefit of this demand—and that someone will be the dealer who stocks the goods.

Premo catalogues will be distributed promptly, and a line of window and store display signs which have the selling punch will be sent to you with the Kodak signs next month.



PHOTONOTE.

The Photonote is something altogether new and if the prophesies of those who know the post card business may be given credence, this new product will rival the popularity that has so long been enjoyed by the post cards. The Photonote is not a post card, but is intended to be enclosed in an envelope. It is $3\frac{1}{4}$ x $5\frac{1}{8}$ inches and one whole side may be used for the message.

The Photonote is furnished on Grade E Double Weight Azo Stock, in Hard, Hard Medium and Hard X and is packed in two dozen, half-gross, gross, 500 and 5,000 packages.

The above cut shows the three ways Photonotes are furnished. No. 1 is plain, without imprinting. No. 2 shows the one imprint as it will be placed on the right end. No. 3 is like No. 2, but in addition the imprint of your customer may be placed in the position shown. All imprints must be in the positions shown and of one style type.

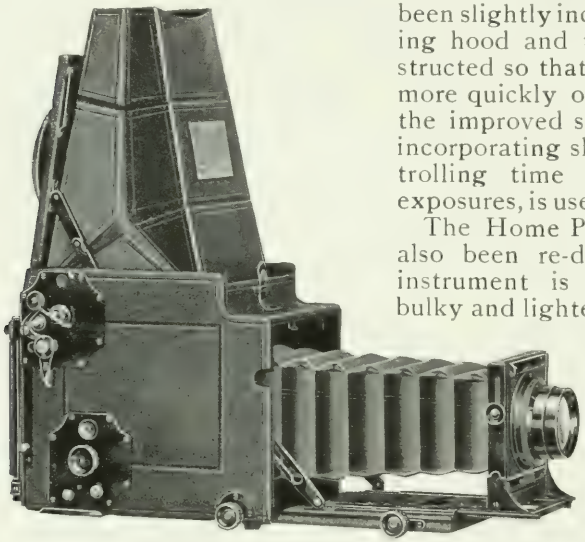
Be sure to order Photonotes by number and if Nos. 2 or 3 are ordered the imprints plainly printed or typewritten should accompany the order.

No order will be accepted for less than 1,000 when special printing is desired. When ordered in lots of not less than 5,000 and not more than two degrees of contrast, printing will be free of charge. In packages of 500, the cost of imprinting will be $1.50 net for the first 1,000 and subsequent lots at 50 cents net per thousand.

List prices and discounts the same as on Azo Post Cards.

GRAFLEX CAMERAS.

Dealers who carry Graflex Cameras in stock are finding a steadily increasing demand for these highly profitable instruments. Never before has there been such a widespread interest in cameras of the reflecting type, and it is an easy matter for the dealer to turn this interest to his profit, if he has the Graflex in stock to show those interested in better photography.



Show the prospective customer how he can make snap shots in the shade—or even indoors—let him look in the Graflex focusing hood and see the image, full size, right side up. You won't find it necessary to tell him about the beauty of the Graflex workmanship; he can see that. It then requires but little effort on your part to close a highly profitable sale.

Graflex Cameras are made in all standard sizes from 2¼ x 3¼ to 5 x 7. Two models (the 1A and 3A) take Kodak Autographic Film. All the other Graflex Cameras can be used with Graflex Roll Holder Film, Plates or Film Packs.

The 3¼ x 4¼ and 4 x 5 Revolving Back Auto. Graflex Cameras have been re-designed; the weight and size have been materially reduced, and the focal capacity has been slightly increased. The focusing hood and top cover are constructed so that the camera can be more quickly opened for use, and the improved shutter mechanism, incorporating sliding bar for controlling time and instantaneous exposures, is used in these cameras.

The Home Portrait Graflex has also been re-designed, and this instrument is considerably less bulky and lighter than the previous models.

Aside from a few minor improvements, the balance of the Graflex line remains as listed in the 1915 catalog.

Revolving Back Auto Graflex

THE PRICE

	3¼ x 4¼	4x5
Revolving Back Auto Graflex, without lens, including one double plate holder	$100.00	$115.00
Fitted with B. & L. Kodak Anastigmat Lens	No. 5 134.50	No. 6 161.50
Fitted with B. & L. Protar Lens, Series VIIa	No. 10 169.50	No. 13 205.50
Fitted with B. & L. Tessar Lens, Series Ic	No. 1a 150.00	No. 1 214.00
Fitted with Cooke Lens, Series II	No. 21½ 150.00	No. 22 177.00

CODE ADDITIONS.

Please add to your Telegraph Code the following:

Page	20	Babyish	No. 1 Autographic Kodak Jr. (fixed focus).
"	20	Baconian	No. 1A Autographic Kodak Jr. (fixed focus).
"	20	Baffling	No. 2C Autographic Kodak Jr. with meniscus Achromatic lens.
"	20	Bagatelle	No. 2C Autographic Kodak Jr. with R. R. lens.
"	20	Banner	Vest Pocket Autographic Kodak Special with Kodak Anastigmat lens *F*.6.9 and Ball Bearing Shutter.
"	21	Baptistery	No. 2C Autographic Kodak Jr. with Kodak Anastigmat lens *F*.7.7 and Ball Bearing Shutter.
"	21	Barnyard	No. 1A Autographic Kodak Special with Kodak Anastigmat lens *F*. 6.3.
"	21	Baronage	No. 3 Autographic Kodak Special with Kodak Anastigmat lens *F*. 6.3.
"	22	Basque	No. 3A Autographic Kodak Special with Kodak Anastigmat lens *F*. 6.3
"	22	*Beggar	No. 2C Folding Autographic Brownie with single lens.
"	22	*Beguile	No. 2C Folding Autographic Brownie with R. R. lens.
"	22	*Behave	No. 3A Folding Autographic Brownie with single lens.
"	22	*Behead	No. 3A Folding Autographic Brownie with R. R. lens.
"	23	Benevolent	No. 2 Folding Cartridge Premo with R. R. lens.
"	23	Bequest	No. 2A Folding Cartridge Premo with single lens.
"	23	Berated	No. 2A Folding Cartridge Premo with R. R. lens.
"	23	Bestir	No. 1A Premoette Sr. with R. R. lens.
"	23	Bethel	3¼x4¼ Premoette Sr. with Kodak Anastigmat lens *F*. 7.7 and Ball Bearing Shutter.
"	23	Bethink	3¼x4¼ Premoette Sr. with R. R. lens and Ball Bearing Shutter.
"	23	Betony	No. 3A Premoette Sr. with R. R. lens and Ball Bearing Shutter.
"	26	Bovine	7 x 11 Eastman View Camera.
"	29	Caliber	Black Sole Leather Carrying Case with strap for No. 2C Autographic Kodak Jr.
"	30	Captive	Leatherette Carrying Case for No. 2C Folding Autographic Brownie.
"	30	Caraway	Leatherette Carrying Case for No. 3A Folding Autographic Brownie.
"	31	Cater	Leatherette Carrying Case for No. 2 Folding Cartridge Premo camera.
"	31	Cathedral	Leatherette Carrying Case for No. 2A Folding Cartridge Premo Camera.
"	32	Cavalier	Sole Leather Carrying Case with strap for 3¼x4¼ Premoette Sr.
"	33	Coarsely	No. 35 Film for No. 00 Cartridge Premo camera.
Page	34	Denotive	No. 130A 2-ex. for No. 2C Folding Autographic Brownie and No. 2C Autographic Kodak Jr.
"	34	Denounce	No 130A 6-ex. for No. 2C Folding Autographic Brownie and No. 2C Autographic Kodak Jr.
"	34	Denouncement	No. 130A 10-ex. for No. 2C Folding Autographic Brownie and No. 2C Autographic Kodak Jr.
"	40	Forge	7 x 11 Eastman View Plate Holder.
"	54	Salty	2⅞ x 4⅞ Paper.

*The No. 2C Folding Autographic Brownie will take the place of the discontinued No. 3 Folding Brownie and the same code words will be used as heretofore. Please add Autographic to the code words for the No. 3A Folding Brownie with single and R. R. lenses.

THE NEW KODAK ADVERTISING COMPETITION.

Not forgetting next year, and the need for new, live material for our advertising we are again offering three thousand dollars for pictures for magazine and booklet illustration.

The first prize is $1000.00, the tenth prize is $100.00. We want everybody to know about it. These competitions are interesting for your customers and they give us the material with which to help you get business. Outside of the prize pictures we buy, every year, a number of pictures of merit—and we pay good prices.

We are ready now to supply circulars giving the full details of the competition. How many can you use?

ERROR

The price of Eastman Film Developing Holder No. 2, given on page 8 of the March *Trade Circular* is incorrect. This should read $.40.

CHEMICALS

Whenever it becomes necessary to advance the prices on certain chemicals, notice is given as promptly as possible in the regular issues of the *Kodak Trade Circular*. It sometimes happens that such changes are necessary shortly after the *Trade Circular* comes out, and in that case there is a delay of a nearly a month before the next issue is out.

We trust that dealers will understand, at this time, chemical prices are subject to change without notice.

HYDROCHINON.

We are compelled to make further advance in the price of Hydrochinon, this to be effective March 8th, 1916. Until further notice this product will be supplied only in 1 ounce and ¼ pound cans at the list price of $.72 per ounce and $2.75 per quarter pound. Dealer's discount 40% regardless of quantity ordered.

EASTMAN PERMANENT CRYSTAL PYRO.

We are obliged to discontinue supplying the above chemical in 5 pound cans.

EASTMAN X-RAY DEVELOPER POWDERS.

We are now prepared to supply X-Ray Developer Powders in packages, each containing 6 powders, sufficient for 72 ounces of developer. This new formula has proved to be remarkably effective and should be introduced among your X-Ray customers. Price per package, $.60. Discount, 33⅓%.

Owing to certain changes that have been effected, we are in a position to readjust some of the chemical prices in order to make them more uniform, and the following prices will go into effect March 21st, 1916:

ACETIC ACID 28% or NO. 8:

½ lb. bottle,	$ .25
1 " "	.33
5 " "	1.30

Dealers' discount, 33⅓%

100 lb. carboy, 28% or No. 8 Net per pound,	.11
100 lb. carboy, 80% Net per pound,	.24

GLACIAL ACETIC ACID:

1 oz. bottle,	$ .18
1 lb. "	.95
5 " "	4.00

Dealers' discount 33⅓%

CITRIC ACID:

1 oz. bottle,	$ .17
¼ lb. "	.40
½ " "	.75
1 " "	1.40

Dealers' discount, 33⅓%

NITRIC ACID C. P.:

1 oz. bottle,	$ .19
¼ lb. "	.26
½ " "	.35
1 " "	.48

Dealers' discount, 33⅓%

OXALIC ACID:

1 oz. bottle,	$ .18
¼ lb. "	.45
½ " "	.85
1 " "	1.60

Dealers' discount, 33⅓%

PHOSPHORIC ACID 50%:

1 oz. bottle,	$ .16
¼ lb. "	.26
½ " "	.38
1 " "	.60

Dealers' discount, 33⅓%

SULPHURIC ACID C. P.:

1 oz. bottle,	$ .17
¼ lb. "	.26
½ " "	.32
1 " "	.42

Dealers' discount, 33⅓%

SULPHUROUS ACID:

1 oz. bottle,	$ .17
1 lb. "	.44

Dealers' discount, 33⅓%

ALUM CRYSTALS:

1 lb. carton,	$ .20

Dealers' discount, 33⅓%

ALUM CHROME CRYSTALS:

1 lb. carton, ... $ .60
Dealers' discount, 33⅓%

ALUM POWDERED:

1 lb. carton, ... $ .40
5 " can, ... 1.90
Dealers' discount, 33⅓%
50 lb. lots assorted, 33⅓ & 10%

AMMONIUM SULPHOCYANATE:

1 oz. bottle, ... $ .40
½ lb. " 1.50
Dealers' discount, 33⅓%

BORAX:

1 lb. carton, ... $ .23
Dealers' discount, 33⅓%

IODINE RESUBLIMED:

1 oz. bottle, ... $ .68
Dealers' discount, 33⅓%

MERCURY BICHLORIDE:

1 oz. bottle, ... $ .40
¼ lb. " 1.50
½ " " 2.80
1 " " 5.50
Dealers' discount, 33⅓%

POTASSIUM BROMIDE:

1 oz. can, ... $ .65
¼ lb. " 2.15
½ " " 4.20
1 " " 8.25
Dealers' discount, 33⅓%

POTASSIUM CHLOROPLATINITE:

15 grain bottle, ... $2.70
Dealers' discount, 25%

POTASSIUM IODIDE:

1 oz. bottle, ... $ .65
¼ lb. " 2.15
½ " " 4.10
1 " " 8.00
Dealers' discount, 33⅓%

POTASSIUM OXALATE:

1 lb. carton, ... $2.00
Dealers' discount, 33⅓%

POTASSIUM PERMANGANATE:

1 oz. bottle, ... $ .45
¼ lb. " 1.60
½ " " 3.00
Dealers' discount, 33⅓%

POTASSIUM SULPHOCYANATE:

1 oz. bottle, ... $ .45
1 lb. " 3.00
Dealers' discount, 33⅓%

PERMANENT CRYSTAL PYRO:

1 oz. bottle, ... $ .35
¼ lb. " 1.10
½ " " 2.10
1 " " 4.10
Dealers' discount, 33⅓%
Lots of 100 ozs. or more, assorted, 40%

Owing to our inability to procure Elon at the present time, we are obliged to discontinue, temporarily, the following developer powders:

Eastman M. Q. Developer Powders

Seed Metol-Hydro Developer Powders

No. 2 Artura Developer Powders.

NAME CHANGED GOODS THE SAME

The lenses formerly listed by us as Zeiss Kodak Anastigmat will hereafter be listed as the Bausch & Lomb Kodak Anastigmat.

The lenses formerly listed by us as Bausch & Lomb (or B. & L.) Zeiss Tessar and Bausch & Lomb (or B. & L.) Zeiss Protar will hereafter be listed as Bausch & Lomb Tessar and Bausch & Lomb Protar.

The lenses formerly listed by us as the Bausch & Lomb Anastigmat *f*.6.3 will hereafter be listed as the Bausch & Lomb Special Anastigmat *f*.6.3.

So far as the quality of the lenses is concerned these changes mean nothing. They will be made in the same place, of the same materials, on the same machines, by the same formula, by the same men, with the same painstaking care.

A change in business relations has necessitated a change in name. There is no other change.

FOR YOUR OWN PROTECTION

The sale of Autographic Kodaks, Autographic Backs and Autographic Film has gone beyond even our sanguine expectations.

Nevertheless, if the millions of users of non-autographic Kodaks and Brownies were using non-autographic film, the *percentage* of autographic film consumed would still be small. Our increase in the output of autographic film has been enormous, our capacity for such output is being increased as rapidly as possible—yet there is a somewhat serious danger of a shortage of autographic film this summer.

This danger can be entirely overcome by dealer co-operation. If you will simply sell the non-autographic film for non-autographic cameras, we will have no trouble in filling all orders. This is important to you and to your customers as well as to us. The autographic feature in the film is of no use to the man who hasn't an autographic camera. Sell him the old style N. C. film then and conserve the supply of autographic film for those who want it.

More care in ordering and in stock-keeping will save the situation—for you and for us—will be in the interests of all concerned.

DISCONTINUED.

Seed Negative and Positive Films are to be discontinued. Eastman Portrait Film, the sales of which have made a remarkable increase in the past year, may always be used satisfactorily in the place of Seed Negative Film.

SOMETHING FOR NOTHING.

An article selling at the market price is generally conceded to be a perfectly normal investment. But if it is difficult to obtain that article, and it is offered below the market price, look out for the man who is playing the "Good Samaritan."

Not long ago a stranger offered to sell a pound of Elon to a dealer in photographic goods at $18.00. Here was an opportunity to corner a piece of the market. The sample which was produced, worked splendidly and eighteen good American dollars changed hands when the pound of "Elon" was delivered. But, "Presto," the chief ingredient of the precious "Elon" proved to be plain ordinary wheat flour.

STOLEN CAMERAS.

The following cameras have been reported stolen since the March *Kodak Trade Circular* went to press:

Vest Pocket Autographic Kodak, - - -	No. 356908
Vest Pocket Kodak, - -	No. 102569
No. 1 Autographic Kodak Jr., - - - -	No. 69900
No. 1A Autographic Kodak Jr., R. R. lens, - -	No. 70590
No. 3A Autographic Kodak, Automatic shutter, R. R. lens and Case, -	No. 386785
No. 3A F. P. Kodak, -	No. 415365
No. 3A Special Kodak, Zeiss Kodak Anastigmat lens No. 1244609, and Compound shutter,	No. 3971
No. 3A Special, Optimo shutter, Zeiss Kodak Anastigmat lens and Range Finder, - -	No. 22476
Auto Graflex Junior, - -	No. 40410

There's always
room for a

KODAK

Prices, $6.00 and up.

RICHARD ROE & CO.
1201 TRIPOD AVENUE

You press the button.
We do the rest

Let us furnish and finish your

Kodak Films

A fresh supply of all sizes always in stock.
Kodaks and Brownie Cameras.

RICHARD ROE & CO., 1201 Tripod Avenue.

CAR CARDS.

April marks the opening of the campaign for more and better business, and in no way can this campaign be more advantageously launched than by using the advertising cuts for your local newspaper advertising and the car cards, both of which we *furnish free on request.*

The two car cards here illustrated are printed in colors and your name and address will be inserted in the space where you see the name Richard Roe & Company.

A great many dealers have contracts for space in the cars beginning this month and as there is always a big demand for the cards, send in your order early and start using them when people are thinking about buying Kodaks. Advertising, and above all, timely advertising, pays.

ADVANCE IN PRICE.

Owing to the increase in the cost of materials, we were obliged to advance our selling prices, March 25th 1916, on the following:

Kodak Amateur Printer:

New List.
List price changed to . . . $6.00
Discount, 33⅓%

Carrying Case for No. 1 Autographic Kodak Special:

List price changed to . . . $2.75
Discount, 33⅓%

Flexible Rubber Tray:

. . . . . $1.40
Discount, 33⅓%.

Eastman Standard Hard Rubber Trays:

4¼ x 5¼	$ .80
5¼ x 7¼	1.00
5½ x 8½	1.15
7 x 9	1.45
8½ x 10½	1.80
10¾ x 12¾	2.50
12 x 16	4.15
15 x 19	6.90
18 x 22	8.80
19 x 24	9.90
21 x 26	12.65

Discount 33⅓%.

R. O. C Hard Rubber Trays:

4¼ x 5¼	$ .60
5¼ x 7¼	.75
5½ x 8½	.90
7 x 9	1.10
8½ x 10½	1.50
10¾ x 12¾	2.20
12 x 16	3.65

Discount 40%.

Bulls-Eye Trays:

3½ x 4½	$ .14
3 x 8½	.25
4½ x 5½	.17
4 x 6	.17
4½ x 14	.55
5½ x 8½	.28
7 x 9	.44
8½ x 10½	.60

Discounts same as heretofore.

Bulls-Eye Trays—Continued:

In lots of 100 of a size, from Rochester only, the following NET prices will apply:

3½ x 4½	$5.00
4½ x 5½	5.50
4 x 6	5.50
5 x 8	12.65
6½ x 8½	19.25
8 x 10	26.40

Eastman Fibre Fixing Boxes:

Special	$1.40
No. 1	1.40
No. 2	1.95
No. 3	2.75
No. 4	3.30

Discount, 40%.
Quantity discount discontinued.

Eastman Hard Rubber Fixing Boxes:

3¼ x 4¼	$2.75
4 x 5	3.05
4¼ x 6½	3.20
5 x 7	3.70
5 x 8	4.00
6½ x 8½	4.95
8 x 10	5.50
11 x 14	11.55
14 x 17	15.95

Discounts 30%.

R. O. C. Hard Rubber Fixing Boxes:

With cover, No. 1, . . . $5.75
" " No. 2, . . . 6.60
Discount 25%.

Eastman Hard Rubber Stirring Rods:

Per dozen, ... $2.25
Discount 33⅓%.
Quantity price discontinued.

Bulbs and Tubes:

Discount 40%.
Quantity price on less than gross lots discontinued.
Net price per gross same as heretofore.

Eastman Hard Rubber Print Paddles:

Per dozen $3.50
Discount 33⅓%.

Eastman Soda Scales:

Advanced to $7.50
Discount 40%.

ADVANCE IN PRICE—Continued.

Blotting Paper:

20 in. by 10 ft. (100 lb.)	$ .40
24 in. by 10 ft. (120 lb.)	.55

Blotting Paper, 100 pound:

19 x 24, per dozen sheets	$ .75
per ¼ ream	6.80
per ½ ream	12.00
per ream	21.60
Per roll, 75 lbs. 20 inches	16.80

Blotting Paper, Extra Heavy, 120 pound:

19 x 24, per dozen sheets	$ .80
per ¼ ream	8.00
per ½ ream	14.40
per ream	25 60
Per roll, about 75 lbs. 24 inches	16.80

Discount, 25%.

Eastman Photo Blotter Book:

List price	$ .40

Discount, 40%.

Extra Dryer Rolls for Improved Majestic Print Dryers:

No. 1, List price	$2.25
No. 2, " "	2.00
No. 3, " "	1.75

Discount, 25%.

Extra Muslin-faced Blotters:

For use with dryer rolls, Nos. 1 and 2	$2.20
For use with dryer rolls, No. 3	1.60

Discount, 25%.

COMMERCIAL FILM TANK DEVELOPING OUTFIT.

Owing to the advance in prices of duplicating outfits it has become necessary to increase the list price of the Commercial Film Tank Developing Outfit. Until further notice the price will be $37.00, with the same discounts that have heretofore applied.

EASTMAN PRINTING FRAMES

There are a good many people using the small cameras, who prefer to use printing frames of a corresponding size and so we are adding the 2¼ x 3¼ and 2½ x 4¼ sizes to our line of Eastman Printing Frames.

The 2¼ x 3¼ size will accommodate 2¼ x 3¼ plates, Vest Pocket Kodak or smaller film negatives and the 2½ x 4¼ size, the No. 1A or smaller film negatives.

PRICE

Eastman Printing Frames:

2¼ x 3¼	$ .25
2½ x 4¼	.25

Dealers' discount 50%.
Lots of 100, assorted 50 and 10%.

REMEMBER!

Kodakery goes free for one year to every purchaser of a new Kodak or Brownie, Grafflex or Premo camera.

Subscription blank in every manual.

THE PAPER SITUATION

There has been a great deal of uneasiness in the trade of late over the matter of the probability of a shortage of photographic papers. So far as Eastman papers, either developing-out, printing-out, or Bromide, are concerned, there is no more reason for such talk than there was at the beginning of the war. For twenty months now we have been able to supply the trade regularly. We expect to do so continuously. There is surely no danger of a shortage during the present year.

There is a possibility of a shortage in some particular surfaces. The substitution of something approximately the same may be necessary, but if such substitution is necessary, it will be made openly.

This statement is made at this time to prevent that over-purchasing which might mean, in many cases, a stock of paper that had deteriorated on account of age. There is far more danger of loss to dealers and consumers through over-stocking than there is through a shortage of paper. The dealers that keep the freshest stock of paper will come out ahead in the long run.

MORE MEDALS

Some months ago we announced the award made to us of the Grand Prize and sundry less important prizes at the Panama-Pacific Exposition. These were given us on account of advance, invention and superiority in photographic goods.

We have since been awarded a Special Gold Medal for the "best, most complete and most attractive installation" in the Department of Liberal Arts. As this department included not merely photography and the printing arts but typewriters and musical instruments, mechanical and otherwise, including the really wonderful phonograph exhibits, this award is no empty honor.

Kodak, therefore received not merely the only "highest honors" in photography itself, but also received the highest honors for the best presentation of the goods to the public.

Highest honors on the goods are important to you. Such honors mean that you are handling the best. Highest honors in the presentation of the goods to the public as exemplified at the Panama-Pacific, means something, too —means that we are awake to the necessity of helping you sell them by means of proper presentation to the public—effective advertising.

NOTICE.

There was an error made in the last order of price cards for both the No. 2 and No. 2A Brownies, and will you please destroy the ones you have which read as follows:

No. 2 BROWNIE makes pictures
2¼ x 2¼ inches.
This should read:
Makes pictures 2¼ x 3¼ inches.

No. 2A BROWNIE makes pictures
3¼ x 4¼ inches.
Should read:
Makes pictures 2½ x 4¼ inches.

After all the joke is on the printer.

THE STEVENS BILL.

The report to the Board of Directors of the Chamber of Commerce of the United States on price maintenance (Stevens Bill) will shortly go out to all constituent bodies of the National Chamber for consideration and action.

It is of the utmost importance that you keep in close touch with, and influence the "to be" action taken by your local Chamber of Commerce and similar commercial organizations.

Make it your personal business to see the officers and members of these bodies, and urge their emphatic support of the Stevens Bill.

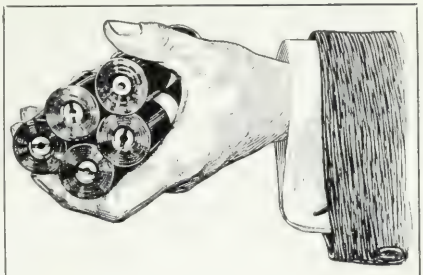
This matter is of vital interest to you, for the Stevens Bill affords protection to the small dealer from unfair competition, and places competition where it should be, on a *quality* basis.

The Stevens Bill protects you as a dealer; it protects you as a consumer, so see to it that the question of unfair competition through ruinous price cutting is settled for good and all.

POST CARD ORDERS

It is a difficult thing to correctly decipher everybody's handwriting and if possible, when ordering your supply of printed post cards, have the imprint you want, either typewritten or at least printed plainly by hand. Better still if you have previously ordered post cards, send us a sample and it will be an easy matter to duplicate the imprint.

Please do this as it will save your time and ours, and the inconvenience and expense of errors.



Developing and Finishing

and you don't wait.

Your films and prints are ready on the dot—we don't believe in empty promises

And not only will your work be done promptly, but just as well as up-to-date methods and dark-room efficiency can do it.

RICHARD ROE & COMPANY.

Single Col. Cut No. 271B.
Double Col. Cut No. 271A.

It Pays to Advertise

EASTMAN PROCESS FILM

This new positive film will be supplied in place of Seed Positive Film which has been discontinued.

Eastman Process Film is strong in contrasts, yet reproduces with remarkable accuracy, the full negative values. It is coated on a base of medium weight—is easy to handle and manipulate. List prices the same as Eastman Portrait Film. Discounts, 35 and 5%.

PLASTIC PLATES ON RE-COATED GLASS. BETTER DISCOUNTS.

Plastic Plates will hereafter be "re-coated" plates. That is, they will be coated on carefully cleaned and sorted old negative glass.

By this use of old, instead of new glass, we are able to reduce the price to a point nearly as low as that at which they were sold before the war. The Plastic has always been and will continue to be a good plate. To make a cheap plate that was at the same time a really good plate, was what we aimed at in its manufacture. We succeeded for some time, but war prices on glass have risen so extravagantly that, except by comparison, we could no longer claim it to be a cheap plate. But by the use of re-coated glass, the Plastic is again *both* cheap and good.

Commencing with emulsion No. 1644, old negative glass will be used, excepting emulsion No. 1705 in 6½ x 8½ size, and emulsions Nos. 1649, 1653, 1659, 1667, 1677, 1684 in 5 x 8 plates.

Owing to our inability to procure old negative glass in special sizes, Plastic plates will be supplied in the following sizes only:

4¼ x 6½	8 x 10
5 x 7	10 x 12
5 x 8	11 x 14
6½ x 8½	14 x 17

The list prices of Plastic plates will be the same as on all regular plates. Discounts from Rochester, New York and Chicago, 50 and 10%, from San Francisco, 45 and 5%.

We shall continue to use new glass only in the manufacture of Seed, Standard, Stanley, Wratten & Wainwright and Eastman Plates.

We sometimes receive complaints that the dealer has not been informed as to certain changes in price or discount or as to the advent of new goods.

In every instance we can trace these complaints back to the fact that the dealer has not read his *Trade Circular*.

BRASS FORMS.

It has become necessary to advance the prices of Brass Forms, and until further notice the list prices will be as follows:

No. 0 Oval	$ .24	No. 5 Oval	$ .33
No. 1 "	.27	No. 6 "	.33
No. 2 "	.29	No. 9 Circle	.33
No. 3 "	.33	No. 10 "	.33
No. 4 "	.29	No. 11 "	.33
No. A Oval	.27	No. K Oval	.33
No. B "	.27	No. L "	.27
No. C "	.33	No. M "	.29
No. D "	.29	No. N "	.24
No. E "	.33	No. O "	1.20
No. F "	.33	No. P "	1.33
No. G "	.33	No. Q "	1.60
No. H "	.33	No. R "	1.80
No. J "	.33	No. S. "	2.00

Dealers' discount—40%.

RETOUCHING GLASSES

For the present we are unable to supply 2″, 2½″ and 3″ retouching glasses, and are uncertain as to just when we can get them. We still have a supply of the 3½″, 4″ and 4½″ sizes.

Hereafter the discount on Retouching Glasses will be reduced and until further notice will be 33⅓% regardless of the quantity ordered. The list prices will remain the same.

DENTAL FILM DEVELOPING HOLDERS.

The Dental Film Developing Holders consist of a metal bar on which are attached ten clips—five on either side—for holding Eastman Dental X-Ray Film during the process of developing, fixing, washing and drying. The upper end of the bar has a hook, permitting the holder to be suspended from the edge of the tank, and in this way Dental Films may be developed at the same time with X-Ray films or plates, if desired. Let your Dental Film customers know about Dental Film Developing Holders. The price is $1.50, discount, 33⅓%.

There's bound to be fun with a

BROWNIE

This sturdy little camera provides a never-ending source of pleasure for the children—for with a Brownie even the little tots can take good pictures.

You don't have to tell them how to amuse themselves, just leave it to the Brownie.

We have the Brownies ranging in price from $1.00 to $12.00.

RICHARD ROE & COMPANY

Single Column Cut No. 127B
Double Column Cut No. 127A.

A pocket full of

KODAK

means a bushelful of fun.

Kodaks from $6.00 up.
Brownie cameras as low as $1.00.

RICHARD ROE & COMPANY

Single Col. Cut No. 109B. Double Col. Cut No. 109A.

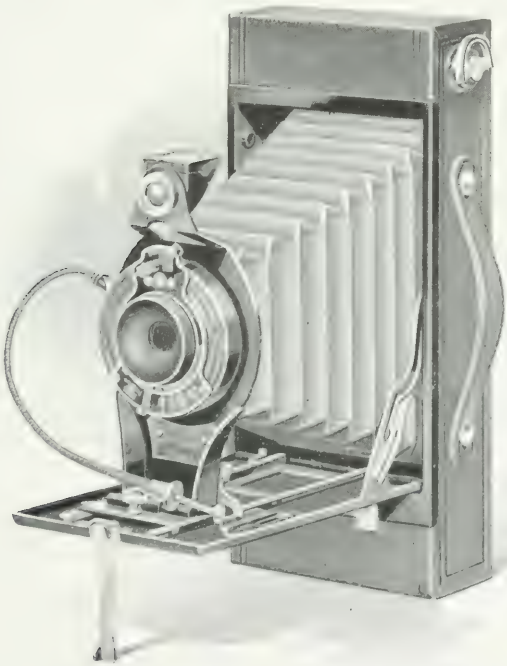
FOR TRADE CIRCULATION ONLY.

Eastman Kodak Company

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVII., No. 6 ROCHESTER May, 1916



The New No. 2C
Folding Autographic Brownie

The 2C—A New Size that Fits the View.

The 2C Folding Autographic Brownie—merely announced last month—introduces an altogether new size picture—one that in a short time will rival the popular 3A size; will displace the $3\frac{1}{4} \times 4\frac{1}{4}$ size, just as the 3A has displaced the once popular 4 x 5 size.

It has slightly more area than the $3\frac{1}{4} \times 4\frac{1}{4}$ size, but gives more picture for that area, because *it fits the view* better for a horizontal landscape, and is a far better shape for photographing a single figure or a high building. In other words it utilizes all its area.

The 3A size stands in a class by itself and will be unaffected by the advent of this youngster, but the 2C will gain its popularity among those who feel that the 3A is a larger size than they want, and the 1A somewhat too small.

In a short time we shall marshal the mighty forces of advertising into a big 2C campaign, and the wires will be busy with 2C orders. Don't disappoint a single 2C customer. Have the goods in stock when they are needed.

From the Kodak Catalogue

The new No. 2C Folding Autographic Brownie is built along the lines of the same extreme simplicity as are the Nos. 2 and 2A Brownies, and its operation is so simplified as to make the taking of good pictures a matter of course.

It is small in size, neat in appearance, has a fine quality meniscus achromatic lens, or, if desired, the Rapid Rectilinear lens. The camera loads in daylight with ten, six or two-exposure Autographic Film Cartridges (No. A 130), and has the Kodak Ball Bearing shutter, with both cable and finger release, and snap-shot speeds of $\frac{1}{25}$, $\frac{1}{50}$ and $\frac{1}{100}$ of a second, as well as the usual time and "bulb" actions. The camera has a very simple loading device and possesses the autographic feature for the recording of data on the film.

An automatic focusing lock permits the quick focusing of objects at any distance. The camera is made of metal, covered with durable imitation leather, has black leather bellows and nickel and black enamel fittings.

The No. 2C Folding Autographic Brownie is exceedingly compact for a camera making $2\frac{7}{8} \times 4\frac{7}{8}$ pictures, although nothing has been sacrificed in length of focus of lens or efficiency of shutter in order to reduce the size.

DETAILS: For rectangular pictures, $2\frac{7}{8} \times 4\frac{7}{8}$ inches. Capacity, 10 exposures without reloading. Size of camera, $4\frac{1}{2} \times 3\frac{1}{4} \times 8\frac{1}{4}$ inches. Weight, 25 ounces. Lens, Meniscus achromatic, 4½ inch focus. Also supplied with Rapid Rectilinear lens, if desired. Shutter, Kodak Ball Bearing, equipped with Kodak Autofinne Scale. Reversible finder, two tripod sockets, automatic focusing lock, black leather bellows.

PRICE.

No. 2C Folding Autographic Brownie, meniscus achromatic lens, and Kodak Ball Bearing Shutter	$ 9.00
Ditto, with Rapid Rectilinear lens	11.00
Carrying case for No. 2C Folding Autographic Brownie	1.00
Autographic Film Cartridges, 10 exposures, 2⅞ x 4⅞ (No. A 130)	.60
Ditto, 6 exposures	.35
Ditto, 2 exposures	.15
Kodak Portrait Attachment	.50

HAVE *YOU* ACTED?

In the April *Trade Circular* we called to your attention the referendum of all constituent bodies of the Chamber of Commerce of the United States on the maintenance of re-sale prices.

This referendum has already begun and the members of the National Chamber have until the third week in this month to make return of their votes.

You desire the Stevens Bill to become a law—to protect you from unfair competition,—but to accomplish this will require the concerted action of the retailers.

Just because you may happen to know that some representatives are in favor of this measure is no sign that it will pass without opposition.

Far from it; powerful interests are working against its passage and it is up to you and every other retailer who favors the maintenance of the re-sale price to make it a point *now* to see that your local Chamber reports by a good strong majority in favor of the Stevens Bill.

You have only until the third week of this month,—see and convince just as many of the members of your local Chamber of Commerce as you can *today*.

This is your opportunity to settle for good and all the question of unfair competition through ruinous price-cutting.

ERROR

On page 5 of the April *Kodak Trade Circular* we announced the Cairo Album with 50 neutral brown leaves. This should have read 50 black leaves.

BRUSHES CHANGE IN PRICE

It was necessary for us to advance the price of brushes, April 25th and until further notice the following prices will prevail.

Rubber Set Brushes, Camel's Hair

1 inch	$ .56
1½ "	.89
2 "	1.28
2½ "	1.68
3 "	2.16
3½ "	2.65

Discount 30%.
No quantity discount.

Tin Bound Brushes, Camel's Hair

List prices the same as heretofore.
Discount 30%.
No quantity discount.

FILM HANGERS

Film Hangers are supplied in four sizes to fit tanks of various widths and styles,—No. 1 for 4" tank; No. 2, 10"; No. 3, 12" and No. 4 for 12" tile tank.

Owing to the increase in cost of materials, the prices of Film Hangers were advanced April 14th to $.30 (thirty cents) each for any size. Discount 25%.

AZO DEVELOPER POWDERS

Owing to our inability to procure Elon in sufficient quantities at the present time, we are obliged to temporarily discontinue supplying Azo Developer Powders in cartons of 6 and 12 powders.

[From May STUDIO LIGHT]

SWEETEN TO TASTE

OR HOW TO MAKE

A SUBSTITUTE DEVELOPER

A WAR TIME STUDY IN HIGH FINANCE

J. Rufus Wallingford has entered the photographic arena. Blackie Dawes has ironed out his silk hat, re-waxed his mustache, put on his famous tan spats and is seeking whom he may devour.

The shell game man has his lay-out spread on the table and the gold brick gent has packed his satchel with phoney money.

The market price of sugar, just plain sugar such as you carelessly dumped into your coffee at breakfast this morning, has gone to twenty-five dollars a pound, salt is as precious as platinum and starch can no longer be used on your fine linen.

You don't need to call the police to protect you. But you will probably go down to the surrogate's court and ask to have a guardian appointed if you buy some of the "substitute" developers on the market, and after finding that they don't work as well as they should, you send them to an analytical chemist for a report.

The Kodak Park Research Laboratory has been doing some valuable work for you. Here is what was found in a "developer" that sells for over $30.00 per pound: Metol 10%, Hydrochinon 16%, Sodium Sulphite 30%, *cane sugar* 33%. Other constituents (mostly water) of no value as developer, 11%. Figuring Metol at $50.00 per pound you could make up this same "developer" for less than $6.50 a pound.

"Sweeten to taste" seems to be the rule in the manufacture (!) of war-time developers. Three contain sugar in quantities varying from 30% to 50%. But sugar is not the only table luxury introduced. Another contains 36% of table salt and some Pyro, while another contains 40% of the ordinary wash-tub variety of starch. The directions on the bottle do not state whether or not this starch acts as a mountant and does away with the necessity for the use of paste.

Anyway, it's better for the photographer to buy his paste separately from his developer. It's likely to save him from fifteen to twenty dollars a pound.

The warning is: Make your own substitutes. If you want to use sugar, salt and starch in your developer, go to the grocer. He may charge you war prices but not Wallingford prices. The manufacturers of papers and plates are keeping chemical prices as low as possible and are publishing revised formulas to help out the situation. Watch the direction sheets and make your own substitutes.

IMPORTANT

On page 9 of the March *Kodak Trade Circular* we published the All-Hydrochinon developer for Velox, Azo or Eastman Bromide papers for out-door exposures and general amateur finishing.

This formula has worked out very satisfactorily, but because of the large amount of Carbonate in the formula, it has been found advisable to use an acid rinsing solution for all prints *before fixing* in order to neutralize the alkali that would otherwise be carried into the Hypo solution, thereby destroying its acidity, which, if not removed, would cause stains and blisters as a direct result.

The following should be prepared frequently and used freely as a rinsing bath for all prints on developing-out papers developed with the All-Hydrochinon formula:

Water - - -	32 ozs.
Acetic Acid (28%) -	1½ ozs.

As the acidity of this bath becomes neutralized after a certain amount of the developer has been carried into it, it becomes inactive and should be thrown away and a fresh solution prepared and used.

Frequently test both the rinsing and Hypo fixing solutions with Litmus paper to determine their acidity.

DISCONTINUED

Until further notice, Kodaloid No. 4 Heavy (Safety) will be discontinued.

We will continue to supply Kodaloid Nos. 1-2-3-5 and 6 as announced in the January *Kodak Trade Circular*.

Whether it be a "chance of a life time" or a familiar home scene,

Kodak

makes the most of *every* opportunity.

Kodaks from $6.00 up.
Brownie cameras from $1.25 up.

RICHARD ROE & COMPANY.

Double Column Cut No. 114 A.
Single Column Cut No. 114 B.

PYRO.

We are obliged to make further advance in our price of Eastman Permanent Crystal Pyro. List prices and discounts will be as follows:

1 oz. bottle.	$ .40
¼ lb. "	1.30
½ lb. "	2.45
1 lb. "	4.75

Discount, 33⅓%.
Lots of 100 oz. or more, assorted, 40%.

DOUBLE-TWO'S DISCONTINUED

Four exposure Eastman N. C. Film Cartridges, (Non-Autographic) or what has been known as "double-two's," have been discontinued. This applies to all sizes of the four exposure cartridges.

While there has been a good demand for the "double-two's," it does not seem to have been enough to justify retaining them, as most customers prefer either the 6-exposure, or if shorter lengths are desired, the 2 exposure film cartridges.

KODAK JUNIOR FILM CLIPS

The cost of metal has advanced to such an extent that it has become necessary for us to make a slight advance in the selling price of Kodak Junior Film Clips. This new price (12 cents) went into effect April 8th. Discount, 33⅓%. No extra discount for quantity orders.

ADVERTISING MATERIAL.

SIGNS.

Each year we have tried to outdo the efforts of the preceding year, in producing attractive, eye-compelling signs with selling force,—signs that arrest the attention and attract passers-by into your store. Whether we have succeeded, is a matter you can best decide. The Kodak and Premo window and store signs that will be sent you in a few days, are, we believe, the most attractive that we have ever put out. They are rich in colors—and rich in the true sense of the word, for this year colored inks cost real money—and several have four color prints mounted,—of the subjects familiar to the general public through our magazine advertising.

Keep them busy.

CAR CARDS.

Here again we are offering two stunning Kodak car cards and one Premo card, all with four color prints of the same subjects as are used on the signs, and the cards themselves are in additional colors. In no better way can you tie up

Go prepared for

PREMO PICTURES

We can supply you with just what you need, for we carry all that's best in photography.

JOHN DOE & CO.

1234 PREMO STREET

Street Car Sign No. 679

Keep a KODAK
Story of the Children

The pleasure of picture making is only surpassed by the lasting pleasure in the pictures themselves.

RICHARD ROE & CO.
1201 TRIPOD AVENUE.

Street Car Sign No. 677

Take a
KODAK
with you

Prices, $6.00 and up.

RICHARD ROE & CO.
1201 TRIPOD AVENUE

Street Car Sign No. 678

your store with our big advertising campaign in the general magazines, than by using the window signs; the car cards with your name and address conspicuously displayed on them; the advertising cuts and the Kodak catalogues all of which are free.

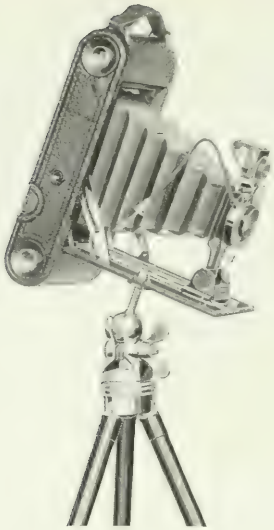
Remember the car cards are *sent only on request.*

KODAK CATALOGUES.

You have received before this an advance copy of the Kodak catalogue, and your supply will be imprinted and sent forward at the earliest possible date. The catalogue lists the strongest line of Kodaks and Brownies that we have ever offered.

ADVERTISING CUTS.

In a few days you will have a copy of the new Advertising Cut Sheet, showing the cuts we will gladly send free, for your use in local advertising. These cuts are *furnished only on request.*



UNIVERSAL TRIPOD HEAD.

Nature photography is gaining in popularity every year. And here's where the Universal Tripod head comes in. It will tilt through an angle of 90°, making easy the photographing of birds nests and flowers. As announced last month, price $ .75.

CAUTION

You cannot buy a pair of eyeglasses from a country fair vender and expect to be perfectly fitted. You cannot take the lens from one camera and put it on another, or the back combination of one and the front combination of another lens and expect to get photograpic results. The laws of optics don't work that way.

When you receive a Kodak from the Kodak factories, the lens, the shutter and the focusing scale work in perfect harmony, but any change in the lens calls for sceintific testting and supervision before that harmony, so essential to the best results, is restored.

Now the same thing holds good with respect to the range finder. The lens of the range finder and the lens with which the 3A Special as supplied, are adjusted to work in perfect harmony and *under no conditions* should the camera lens be changed or transposed without first consulting the men who made them work harmoniously in the first place. If time is a factor and writing will consume too much of it, send the Kodak to the Kodak factories with your instructions and you can be sure of results.

There should be no need, however, for the changing of lenses. The 3A Special is supplied with the best lenses obtainable for the particular requirements of a hand camera.

THIEVES

Not all the camera thieves have been apprehended, for it seems that recently one has been operating successfully in the vicinity of Springfield, Mass. His booty consisted of a 4 x 5 Century camera and case, three holders, two film pack adapters, one Goerz Dagor lens in a Compound Shutter No. 313484, one Telephoto lens No. 311672 Goerz and one Bausch & Lomb Zeiss Tessar lens in a Volute shutter No. 1607959.

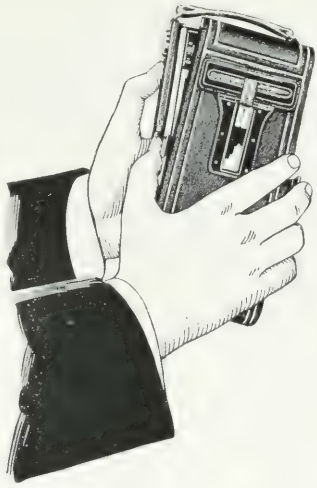
If any of these are offered for sale notify us at once.

THE AMATEUR WHO DOES "THE REST"

No doubt some of your customers develop their own Kodak films by the tray system. Tray development, while thoroughly reliable at the hands of experts who are experienced, offers a large element of chance to the amateur who is doing "the rest" himself. Besides the average dark-room available for the amateur is not sufficiently light-proof to make tray development safe and the result is often "fogged negatives."

When you hear of an amateur who is doing his own developing by the tray method, make it a point to explain the advantages of the Kodak Film Tank. Show him that the tank is practically air-tight, hence oxidation cannot occur and light fog is impossible, thus making practical the use of a dilute developer. Furthermore this dilute developer automatically adjusts the inequalities in exposures and gives results far better than can be obtained by those thoroughly familiar with tray development.

And here, too, is an opportunity to sell a tank, at a profit to you, and it is only reasonable to assume that if an amateur gets better results, he is going to use more film and more supplies.



Make your old Kodak Autographic.

A visit to our store, the old back discarded and the new one clapped on—that's all there is to it.

Our stock of autographic backs is complete. Prices $2.50 to $4.50, according to size.

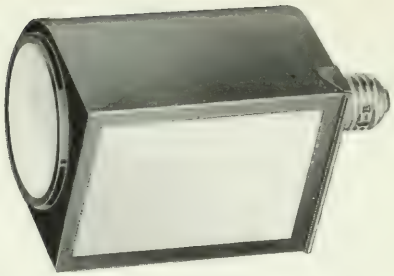
RICHARD ROE & COMPANY.

Single Column Cut No. 280 D.
Double Column Cut No. 280 C.

There's a holiday this month—

Memorial Day

when everybody Kodaks



BROWNIE SAFELIGHT LAMP.

The Brownie Safelight Lamp was announced in the April Kodak *Trade Circular*, but on account of the limited space, could not show the cut. For every amateur who does his own work and has electricity available, this lamp will be found most useful. Price, $1.00.

100% INCREASE

It is gratifying to note that 100% more Kodakery subscription blanks were received during the month of March 1916, than were received in the corresponding month last year.

Keep up the good work as it means more profit to you and to us through increased sales of film and supplies.

Now and then a subscription blank is sent in without the name of the state or city and if the envelope becomes detached before the record is made, there is no way for us to ascertain where the blank came from, and consequently the applicant is disappointed. Ask your clerks to emphasize the importance of a full and legible address.

RUBBER TIPS FOR METAL TRIPOD SPURS

Very often in making home portraits or interiors with a Kodak, the tripod has to be set up on a hard wood or tile floor and at such times the safety of the instrument is at stake.

Rubber Tips are designed to fit over the tripod spurs to prevent the tripod from slipping and may be readily attached or detached when not in use.

PRICE

Per set of 3, - - - - - $.10

Discount, 33⅓%

ROUNDS PRINT WASHER

It is necessary for us to advance the list price of Rounds Print Washers, owing to the increase in the cost of metal. The advance became effective April 24th, 1916.

PRICE

Rounds Print Washer:

Regular size - - - - $12.00

Large size, for at least 200 3¼ x 5½ prints - - - 33.00

Discount, 33⅓%.

EASTMAN BROMIDE FABRIC NO. 1.

We find it necessary to advance the price of Eastman Bromide Fabric No. 1 in rolls. Cut sizes will list the same as heretofore. The new list in rolls is as follows:

PRICE

10 ft. rolls 34″ wide - - $ 3.65

10 yd. rolls 34″ wide - - 10.65

Discount, 25%

CARRYING CASE FOR PREMOETTE SR. 3¼ x 4¼.

The carrying case for the 3¼ x 4¼ Premoette Sr. is made of sole leather and has a shoulder strap for carrying.

The best time to sell a carrying case, is when you sell the camera.

PRICE

Carrying case for Premoette Sr.. 3¼ x 4¼ - - - - - $1.75

Discount, 40%.

A BIG FIELD

No other one branch of the photographic supply business, outside of the amateur field, has developed with such remarkable suddenness as has the X-Ray field. A few years ago—and they can be counted on one hand—the photographic material requirements of the X-Ray field was so small as to be almost negligible.

That profession has established itself as an indispensible factor in the medical world and to-day thousands of physicians in independent practice and in hospitals are devoting their entire time to the work. Besides these, there are thousands of dentists and general practicioners who have X-Ray machines among their equipment requiring X-Ray Films and Plates.

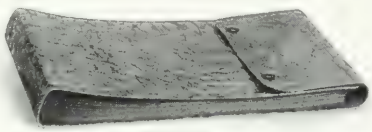
Just as an illustration, there are a few Roentgenologists, (or X-Ray physicians) who are using as high as fifteen (15) dozen films or plates a day, and these of a size, at least 8 x 10. There may be one or two in your vicinity who use a dozen or more a day.

This business is just as important; just as lucrative as some others that have required time and patience to develop. The medical profession itself has developed the demand for photographic materials and you and we should be reaping the benefits by systematically going after it. Seed X-Ray Plates, Eastman X-Ray Films, Eastman Dental X Ray Films and X-Ray Developer powders, are made to fit the requirements of the work.

Let's get after the business.

MEASURING JUGS

Effective April 24th, the discount on Measuring Jugs was reduced to 40%. The list price will remain the same as heretofore, $.50.



HERCULES ALBUM.

You have to see this album to really appreciate how attractive it is. The genuine flexible leather covers are in a new shade of blended gray and black and the back cover folds over forming a flap with clasps to fasten it to the front cover. It should be a leader with those of your customers who like something out of the ordinary.

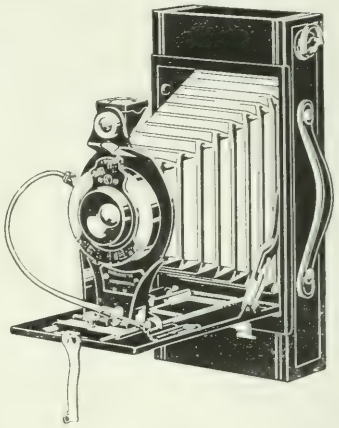
PRICES

A, 5 x 8, ...	$2.65
Pkg., 12 extra leaves, . .	.12
B, 7 x 11, ...	3.25
Pkg., 12 extra leaves, . .	.15
C, 10 x 12, ...	4.35
Pkg., 12 extra leaves, . .	.30
D, 9 x 14.	5.00
Pkg., 12 extra leaves, . .	.35

"It takes a new size picture and the pocket takes it."

A New Brownie

No. 2C Folding Autographic



This latest Autographic Brownie makes a picture 2⅞ by 4⅞ inches—proportions new to amateur photography that insure the maximum of picture for the area. The size of the picture fits the view.

And the compactness of the instrument itself—it is 1¾ inches thin, 3¾ inches wide and 8$\frac{11}{16}$ inches long—bearing in mind the size of the resulting picture is a triumph in hand camera construction. Such triumphs seem to be all in the day's work at the Kodak factories.

We couldn't stock up with the No. 2C Folding Autographic Brownies quickly enough. Better come in and look them over.

THE PRICE.

No. 2C Folding Autographic Brownie with Rapid Rectilinear lens and Kodak Ball Bearing Shutter,	$11.00
Ditto, with meniscus achromatic lens, - - -	9.00

RICHARD ROE & COMPANY.

Single Col. Cut No. 223 H Double Col. Cut No. 223 G

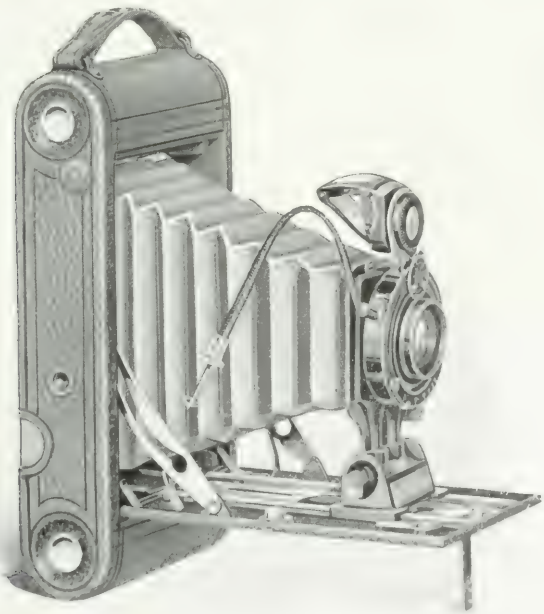
FOR TRADE CIRCULATION ONLY.

Eastman Kodak Company

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVII., No. 7 ROCHESTER June, 1916



The New 2C
Autographic Kodak Junior.

One hit after another, now The 2C Autographic Kodak Junior.

You heard about this youngster of the Kodak family, in the April *Kodak Trade Circular*, but we didn't make much noise at the time, for it was not ready for the market. But here it is, and if the whisperings that have been going the rounds by those who know a big thing and recognize it,—are to be credited,—this is the most important announcement we have ever made of a new size. We say this advisedly and with all due respect to the popularity of the 3A.

Nothing fits the description of the advantages of the new 2C as does the expression,—"A new size that fits the view." For example: A square is uninteresting, plain and severe. If you extend two of its sides until it becomes slightly rectangular (like the 3¼ x 4¼ size), you have enhanced the appearance. Extend them still more until the rectangle attains the proportions of the new 2C (2⅞ x 4⅞ inches) and the form is not only more pleasing to the eye, but the shape lends itself to an infinitely greater number of photographic compositions.

In the 2C, the rectangle corresponding to the picture size was carried to just the right point, and that's why the size and shape will sell the 2C Autographic Kodak Junior.

Very shortly the advertising wires will be humming the message of the 2C Junior. Have the goods in stock ready for the answering call.

Be prepared.

From the Kodak Catalogue.

Though regularly supplied with meniscus achromatic lens, the camera, if desired, will be fitted with either Rapid Rectilinear or Kodak Anastigmat, *f.* 7.7 lens, the latter giving the advantages of a fine anastigmat equipment at a low price.

The shutter is the Kodak Ball Bearing with cable release, working at speeds of 1-25, 1-50 and 1-100 of a second, also for "bulb" and time exposures. The leaves of this shutter, opening in the shape of a star, admit the maximum of light for a given exposure.

The camera has the Kodak characteristics of simplicity, compactness and reliability, and offers the Kodak high standard of efficiency. It has automatic focusing lock, a finder of the new collapsible, reversible type, and two tripod sockets. The back and bed are of aluminum, covered with fine seal grain leather, black leather bellows, and metal parts in nickel and black enamel.

DETAILS For rectangular pictures, 2⅞ x 4⅞ inches. Capacity, 10 exposures without reloading. Size of Kodak, 4½ x 4⅝ x 5½ inches. Weight, 38 ounces. Lens, meniscus achromatic, 4¼ inch focus. Also supplied with R. R. or Kodak Anastigmat, *f.* 7.7 lens, 5½ inch focus, if desired. Shutter, Kodak Ball Bearing with cable release. Brilliant reversible collapsible finder. Two tripod sockets. Black leather bellows.

PRICE

No. 2C Autographic Kodak Junior, with meniscus achromatic lens and Kodak Ball Bearing shutter,	$12.00
Ditto, with Rapid Rectilinear lens,	14.00
Ditto, with Kodak Anastigmat, *f.* 7.7 lens,	19.00
Black Sole Leather Case, with strap,	1.75
Soft Leather Carrying Bag, with strap,	1.75

LARGE SIZE PLATES ADVANCE IN PRICE

In some of the larger sizes the present price of dry plates is less than the cost of the uncoated glass. Silver is up over 50%. Bromide of Potassium is selling at from 10 to 14 times its former price. Gelatine is up and so is everything else that goes into the making, packing and shipping.

So long as our old stocks held out we kept prices down. Our customers have had the full benefit. Prices have been only slightly advanced (by a reduction in discount) on the general run of plates, but in self protection we are now obliged to advance the list prices on plates in the large sizes. All glass is up tremendously—especially the large sizes. Fortunately, the consumption of plates in these sizes is relatively small and so the new list prices are not as important as they seem to be—except to the few photographers who are making big negatives. We would like to hold these prices down but it is obvious that we can not buy glass, coat it, pack it and ship it, and sell it for less than the raw glass costs.

On all of our products we are giving our customers the full advantage of early purchases. As our big stocks become depleted and we have to pay war prices, we must of necessity make an advance in our prices.

The new list on large plates follows:

EASTMAN

Eastman Extra Rapid.

STANDARD

Imperial, Extra, Polychrome, Slow Ortho, Panchromatic and Thermic.

STANLEY

Stanley and Stanley Commercial.

SEED

Graflex, 30, 27, 26X, 23 Commercial Ortho, L. Ortho, Panchromatic and Process.

12 x 20	$20.00
16 x 20	23.00
17 x 20	25.00
18 x 22	32.00
20 x 24	40.00
50 x 60 cm.	40.00

STANDARD

Orthonon.

SEED

Non-Halation
Non-Halation L. Ortho
and

WRATTEN & WAINWRIGHT

12 x 20	$25.00
16 x 20	28.75
17 x 20	31.25
18 x 22	40.00
20 x 24	50.00

SEED STRIPPING

16 x 20	$37.75
17 x 20	40.00
18 x 22	50.00
20 x 24	66.00

All Special sizes, and sizes above 20 x 24, subject to special quotations.

ERROR

There was an error in listing the sizes of Film Hangers on page 3 of the May Kodak *Trade Circular*. The correct sizes are as follows:

No. 1, for 8″ tank
No. 2, " 10″ tank
No. 3, " 12″ tank
No. 4, " 10″ tile tank

DISCONTINUED.

We have discontinued the manufacture of Eastman Ferro-Prussiate Blue Print paper and post cards.

CORE DEVELOPING RACKS FOR X-RAY WORK

There have been a great many requests from Hospitals and physicians doing X-Ray work, for a plate developing rack, deep enough and with a cross-bar wide enough to be used successfully in the deep tanks.

The Core Plate Developing Rack, fulfils that purpose; is strongly built in order to stand hard usage and the metal is non-corrosive and not affected by either developing or fixing agents.

The cross-bar is 16 inches long and will span any tank and the rack is 12 inches deep so that the plate will get down into the developer.

The users of X-Ray products are getting more numerous and their demands for materials are increasing rapidly. It will pay you to make known the fact that you are a dealer in goods required by Hospitals and X-Ray physicians.

PRICE

Core Developing Racks

For 5 x 7 plates	$1.10
For 6½ x 8½ plates	1.10

Discount, 33⅓%

CHANGE IN PRICE.

It became necessary for us, May 11th, to change the prices of Extra Dryer Rolls for the Improved Majestic Print Dryers, and until further notice these prices will be as follows:

Extra Dryer Rolls.

No. 1, 11 inch,	$3 00
No. 2, 7 inch,	2.50
No. 3, 6 inch,	2.25
Discount,	25%

EASTMAN DEVELOPING BOX NO. 3.

This new developing box will accommodate either the Eastman Film Developing Holders, or Core Developing Racks for 4¼ x 6½, 5 x 7 or 8 x 10 plates, Eastman Portrait or X-Ray films.

The box is substantially made of good quality hard rubber and will be found very useful in any developing room where films or plates of these sizes are used.

PRICE

Eastman Developing Box, No. 3, $5.00
Discount 33⅓%.

BRUSHES

We are obliged to make a further advance in our selling prices of brushes, as follows;

RUBBER SET, CAMEL'S HAIR:

1-inch,	$ .65
1½ "	1.00
2 "	1.45
2½ "	1.85
3 "	2.40
3½ "	2.90

Discount—30%
No quantity prices.

RUBBER SET, BRISTLE, Black or White:

1-inch,	$ .35
1½ "	.45
2 "	.50
2½ "	.65
3 "	.75
3½ "	1.00

Discount—30%
No quantity prices.

TIN BOUND, BRISTLE:

List prices the same as heretofore.
Discount—30%
No quantity prices.

PLATINUM PAPERS DISCONTINUED.

The manufacture of all of our platinum papers was discontinued June 1st.

For several years the prices of platinum salts had been advancing and even before the outbreak of the war they were about double what they had previously been. At the present time platinum salts are worth over four times the former normal price. Our purchases of platinum made before and soon after the outbreak of the war have, however, enabled us to go along until the present time without raising the price of platinum paper. Our platinum customers have had the full benefit of our earlier purchases.

Paper stock, too, is costing more than it did and the present situation requires either a very large increase in the price of platinum papers, or else the discontinuance of their manufacture. We have decided on the latter course. With the present day quality of developing papers, particularly Artura, few platinum users would be likely to stand for the necessarily large advance in the price of platinum paper. This would mean that the volume of the business would be so cut down that the cost would still further enormously increase. Platinum paper can not be manufactured in the same department with the gelatine papers. It requires a department of its own and because of these facts it can no longer be made and sold except at a price that seems to us to be prohibitive. We wish we had the platinum in stock so that we could take care of our customers indefinitely at the old prices (we think we did pretty well in keeping them down for nearly two years), but the supply is now gone.

Even in their kindergarten days, the youngsters can make good pictures with a

BROWNIE

Pictures of the children by the children have the charm of childhood, itself.

Brownie cameras from $1.25 up.
Kodaks from $6.00 up.

RICHARD ROE & CO.

Single Column Cut—17[illegible] B
Double Column Cut—12[illegible] A

EASTMAN TIMER

Owing to the increased cost of materials, we are obliged to reduce the discount on Eastman Timers and until further notice the discount will be 33⅓%, instead of 40% as heretofore.

NOW FOR THE NO. 00 CARTRIDGE PREMOS

Most of the trade know that since its introduction, we have not been able to supply these little cameras fast enough to meet the demand. It is so small, it is so simple, it costs such a little, that it has made an instantaneous "hit" wherever it has been shown.

It is the children's own camera, appealing not only to the little folks themselves, but to parents and relatives and friends of the family as just the thing to make more summer fun for Johnnie or Susie. The camera is inexpensive, the film is inexpensive, and any boy or girl can use one. But do not overlook the fact that while camera and film are inexpensive, there is the regular percentage of profit in both for you and that the volume of sales possible on both will swell your ultimate profits largely. And the starting of the children with this little camera leads in time to customers for larger and higher priced cameras.

And now at the very height of the photographic season, the plans which we were forced to make in the spring to largely increase the production of No. 00 Cartridge Premos have matured. Two months ago we advised the trade to "go slow" in the pushing and advertising of this camera.

But now we are prepared. We can turn the cameras out fast enough to take care of a record business. With the proved popularity of the camera, with our national advertising and with your local co-operation, we can certainly establish a record, too.

We have already made contracts for a national No. 00 campaign, having reserved generous space in all the leading juvenile publications to reach the children and with the *Saturday Evening Post* to reach the parents.

We are ready to supply you with suggestions and material to reach your local trade. In the first place, there is the No. 00 display box. Every order for two dozen of these cameras brings them to you in an attractive box, which, prominently displayed on counter or show case, will catch the eye of every customer who comes into your store.

You can use this box also for window display, and other window dressings showing up the camera will suggest themselves to you.

Then there are the newspapers. On another page of this issue is a suggested newspaper advertisement in line with our general advertising. Matter of this kind run from time to time in your papers will bring in the buyers.

Think of the number of children in your town. Every one of these is a prospect for a No. 00 Cartridge Premo. Make these prospects real customers.

R.O.C. RETOUCHING DESK

On May 8th, we were obliged to change the selling price of the R. O. C. Retouching Desk, and hereafter the price will be as follows:

	PRICE
R. O. C. Retouching Desk	$3.50
Discount, 40%	

FOR SEVENTY-FIVE CENTS

You can get a real camera for your boy or girl

The fun of picture making has a delightful appeal to the children, and here's a new little camera, designed especially for the children's use.

It is a daylight loading roll film camera for $1\frac{1}{4} \times 1\frac{3}{4}$ pictures, adjusted for time or snap shot exposures, and is so simple as to work almost automatically.

Any boy or girl can use it successfully from the start. Not a toy, but a carefully thought out, dependable camera with the reputation of the largest camera makers in the world behind it.

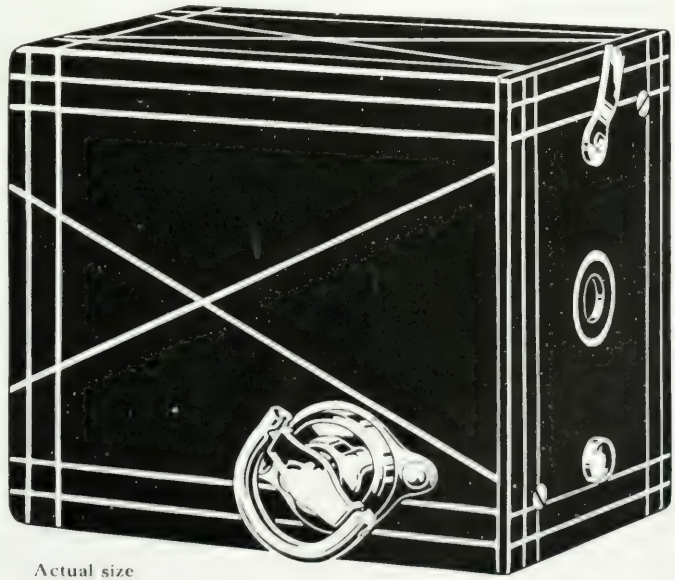
The 6-exposure film which it uses costs only 10 cents, so that the camera is not only inexpensive in itself, but very inexpensive to operate.

Bring your children to the store and let us show them the

No. 00 Cartridge Premo

Many other cameras to choose from at our store,
and everything that is best in photography.

JOHN DOE & COMPANY, 123 Premo Street



Actual size

Single Col. Cut—360 H. Double Col. Cut—360 G.

ADVERTISING TAPE

Advertising Tape as announced in the November 1914, *Kodak Trade Circular*, is supplied in spools of 5000 and 3000 yards. In case the dealer desires these on spools of 1000 yards each, we will so supply them, provided the order for Style No. 2 is for 5000 yards or more and Style No. 2A, 3000 yards or more. In other words the order can be, if desired, for five spools of 1000 yards each of No. 2 and three spools of 1000 yards each of No. 2A.

STYLE	PRICES	NET
No. 2,	1 spool, 5000 yds.,	$ 5.50
No. 2,	2 spool, 5000 yds.,	10.70
No. 2,	3 spool, 5000 yds.,	15.75
No. 2,	4 spool, 5000 yds.,	20.60
No. 2,	5 spool, 5000 yds.,	25.63
No. 2A,	1 spool, 3000 yds.,	4.59
No. 2A,	2 spool, 3000 yds.,	8.88
No. 2A,	3 spool, 3000 yds.,	13 05
No. 2A,	4 spool, 3000 yds.,	17.28
No. 2A,	5 spool, 3000 yds.,	21.45

Uniform printing on entire quantity ordered. Above prices F. O. B. New York City.

A NEW FEATURE

The range finder as furnished on the No. 3A Autographic Kodak Special, is adjusted for the use of films. When the combination back is attached, a different focus is required. This is accomplished by means of a spacer, which is conveniently carried on the combination back, making the range finder practical for correctly focusing the Kodak with either plates or films.

BROMIDE POTASSIUM

We are glad to be able to announce a reduction in our selling prices of Bromide Potassium. This became effective May 9th, 1916, and until further notice the selling prices will be as follows:—

1 oz.	$ .50
¼ lb.	1.75
½ "	3.40
1 "	6.75

Discount, 33⅓%

Get out in the open with a

PREMO

There's one at our store just waiting to go with you. And a Premo camera will make your whole summer more pleasant.

JOHN DOE & COMPANY
1234 Premo Street

Street Car Sign No. 482.

Scout with a

KODAK

Prices, $6.00 and up.

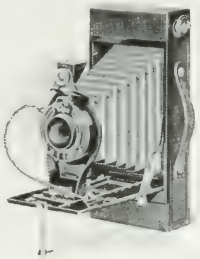
RICHARD ROE & CO.
1201 TRIPOD AVENUE.

Street Car Sign No. 680.

The 2c Folding Autographic

BROWNIE

Pictures, $2^{7}/_{8}$ x $4^{7}/_{8}$ inches. a new size that fits the view.



RICHARD ROE & CO.,
1201 TRIPOD AVENUE.

Price, $9.00

Street Car Sign No. 681.

STREET CAR CARDS

The vacation season has started, — the time to push your sales of Kodak goods. We are offering this month two very attractive Kodak, and one Premo street car cards intended to reinforce your local newspaper advertising, and connect up your store with our big campaign to stimulate the sales of Kodak goods.

These cards are free and bear your imprint. Use them, for the people in your vicinity should know more about Kodaks, Brownie and Premo cameras than the mere fact that you are handling the goods. They should know of the new goods and the improvements that make amateur photographic results easier and more satisfactory.

Advertise, and build up a clientele that will increase your business in all its branches.

MISLEADING (?)

This year we had so many new things to announce in the Kodak catalogue, that we found we had to cut down on space somewhere, so combined the four box Brownies into two pages—28 and 29. This left room for but one illustration. We didn't want to show a cut of the No. 0, as that would scarcely do justice to the others and by the same reasoning the No. 3 was not shown. What we did was to compromise, with the No. 2. Some dealers have since ordered No. 0 Brownies with carrying handle. We are sorry that this illustration apparently led you to the belief that the No. 0 was now supplied with carrying handle. It is the only box Brownie that is not equipped with handle for carrying.

SHOULDER STRAPS FOR SOFT LEATHER CARRYING BAGS

The Soft Leather Carrying Bags for Kodaks and Cameras are not supplied with shoulder straps, but these will be furnished separately, in 52 inch lengths, adapted for use with any size Soft Leather Carrying Bag.

PRICE

Soft Leather shoulder strap 52 inches in length - - $ .50
Discount, 33⅓%.

MEASURING JUGS.

Effective May 10th, the selling price of Measuring Jugs will be changed to $ .60 each, discount, 40%.

EXTRA SAFELIGHTS FOR BROWNIE LAMP

Extra safelights for the new Brownie Safelight Lamp will be supplied at the following prices:

Circular end safelight - $ .20
Side safelight - - .30
Discount, 33⅓%.

NON-AUTOGRAPHIC FILM FOR 2C CAMERAS

In order to relieve the enormous demand for Autographic Film Cartridges for use with the 2C Folding Autographic Brownie and 2C Autographic Kodak Junior, we have decided to put upon the market, Eastman N. C. Film (No. 130) and Hawk-Eye Film (No. 130),—both non-autographic,—for use in these two cameras.

The prices of each will be the same as the corresponding sizes of Autographic Film. Two exposure cartridges will not be supplied.

PRICES

Eastman N. C. Film (No. 130)
Hawk-Eye Film (No. 130)
10 exposure . . . . $ .60
6 exposure 35

Discount—25 and 10%.

SUMMER BOOKLETS

Within a few days we will be prepared to send your supply of the Kodak and Premo Summer Booklets. They are on the press now. The covers of both are up to their usual standard of attractiveness, having been reproduced in four colors.

Remember these booklets are *sent on request only* and your order should be sent in promptly.

CASH PRIZES OFFERED

Boosting a photographic contest is like picking up business without working for it. The contest circulars tell the story and your customers receiving them, know where they can get photographic supplies.

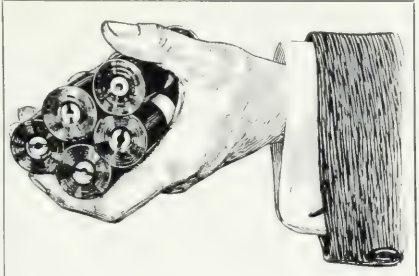
The National Highway Association, Washington, D. C. is offering 166 cash prizes, amounting to $2600.00 for highway photographs. These photographs may be of good roads or bad roads, so that every one has an equal chance, and there is no limit to the kind or size of pictures that may be submitted.

Write today—while the matter is fresh in mind—to "Good Roads Everywhere" Photograph Contest, National Highways Ass'n, Washington, D. C., asking for a supply of contest circulars, stating how many you can distribute to advantage, because of the fact that you are a dealer in photographic goods.

WATCH THE KINK.

Cable releases will kink if they are bent at a sharp angle, or the Kodak is forcibly closed on them. This has happened in a few instances and the dealer has returned the Kodak, claiming that the shutter was in need of repairs, whereas the trouble could have been remedied in an instant by straightening the release.

Save your time and ours and the equivalent in money, by examining the cable release to determine if that is the cause of the trouble, before you return the Kodak, for repairs to the shutter.



You don't press a button any more but we still do the rest.

Expert workmen, modern methods, improved equipment and tested chemicals insure results.

Let us finish what your Kodak began.

RICHARD ROE & CO.

Single Column Cut—251 B
Double Column Cut—251 A.

AMATEUR DELIVERY ENVELOPES.

Owing to the enormous increase in the cost of paper, it was necessary for us to advance, May 10th, the selling prices of Amateur Delivery Envelopes, and until further notice these prices will be as follows:

PRICES.

	Per 100	Per 1000
No. 1, for prints up to 3¼ x 4¼ .	$ .75	$5.00
No. 2, for prints up to 4 x 6, - -	.75	6.50
No. 3, for prints up to 5 x 7, - -	1.00	9.00

Discounts the same as heretofore.

KODAK

On Every Outing

KODAK

has its inning.

Kodaks from $6.00 up. Brownie cameras from $1.25 up.

RICHARD ROE & COMPANY.

Single Column Cut—105 B. Double Column Cut—105 A.

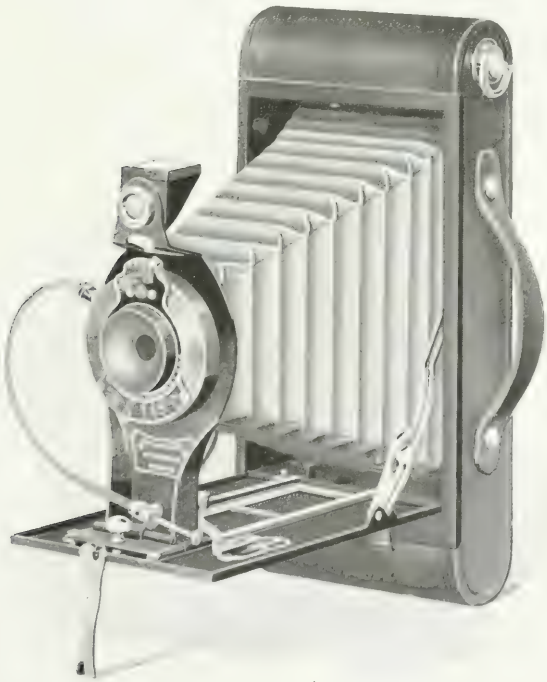
FOR TRADE CIRCULATION ONLY.

Eastman Kodak Company

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVII., No. 8 ROCHESTER July, 1916



The 3A
Folding Autographic Brownie.

The Last Word in Brownies—
The 3A Folding Autographic.

The Folding Brownie line is now completely Autographic. In the April *Kodak Trade Circular*, mention was made of the new 3A and it was of course included in the catalogue, but knowing the rush of orders that would follow its announcement, we have not until now, felt justified in releasing it.

The old 3A, the largest of the Folding Brownies, enjoyed the reputation of being one of the most popular cameras ever offered, but with about one-half the bulk of the former model; with the new round ends, the Brownie Ball Bearing shutter with cable release, the limit of compactness and *Autographic*, the new 3A is sure to outdo the best traditions of its former self.

Just as soon as we can start the machinery of advertising in motion, the new 3A Folding Autographic Brownie will be heralded from one end of the country to the other and the consumer demand will be heavy.

Get your stock lined up before the demand overtakes you.

From the Kodak Catalogue.

It has a fine quality meniscus achromatic lens, or if desired, will be equipped with Rapid Rectilinear lens. The shutter is the new Brownie Ball Bearing with cable release; has time and "bulb" actions and snap-shot speeds of $\frac{1}{25}$, $\frac{1}{50}$ and $\frac{1}{100}$ of a second, and is supplied with Kodak Autotime Scale as an aid to correct exposure.

The camera loads in daylight with ten, six or two-exposure Autographic Film Cartridges (No. A 122); has an automatic focusing lock which permits the quick focusing of objects at any distance. Has reversible finder, two tripod sockets, carrying handle; is constructed of metal, covered with a fine quality imitation leather, bellows of black leather, nickel and black enamel fittings and is carefully made and finished throughout.

The No. 3A Folding Autographic Brownie is so simple to operate that anyone, even without experience, can secure good results with it, from the very start.

DETAILS. For rectangular pictures, $3\frac{1}{4} \times 5\frac{1}{2}$ inches. Capacity, 10 exposures without reloading. Size of camera, $4\frac{1}{4} \times 4\frac{7}{8} \times 9\frac{3}{8}$ inches. Weight, 38 ounces. Lens, meniscus achromatic. Also supplied with Rapid Rectilinear lens if desired. Shutter, Brownie Ball Bearing with cable release, also equipped with Kodak Autotime Scale. Reversible finder, two tripod sockets, automatic focusing lock, black leather bellows.

PRICE

No. 3A Folding Autographic Brownie, meniscus achromatic lens and Brownie Ball Bearing shutter,	$10.00
Ditto, with Rapid Rectilinear lens,	12.00
Carrying Case for No. 3A Folding Autographic Brownie,	1.00

ALL KODAK FILM NOW SPEED FILM.

When we began the manufacture of "Speed" film it was decidedly faster than our regular N. C. emulsion. There were, however, some particulars, such as uniformity and keeping quality, in which it was more difficult to control than the old reliable "N. C." You will remember that in order to protect you and your customers, we did not give it as long a dating as was given the N. C. film. We were inclined to make haste slowly.

Meantime we have gradually increased the speed of our N. C. emulsion until it has come up to that of the Speed film—and this without the loss of its keeping qualities—or other good qualities. So, now, all Kodak film is speed film and the special speed emulsion has been discontinued.

Owing to the wide latitude of Eastman film under conditions of *over-exposure*, your customers are in no danger of getting into trouble with this film. It is a pecular fact in practically all negative emulsions that they will not stand for much less than the normal exposure and still give good results, but they will stand for a lot of over-exposure. As your developing and printing department will tell you, a large percentage of the failures are the result of under-exposure. There are few failures from over-exposure. Therefore, if your customers will only keep on giving the same exposures as heretofore, *not* cutting down on account of Speed film, the average results will be greatly improved.

As a matter of fact, on a normal exposure, it would always have been difficult for you to detect any difference between the Speed and regular film. On under-exposures of the same subject with the same light, same stop and same shutter speed, the difference was very marked. You might have difficulty in proving up this fact to-day, because, as above stated, we have been gradually bringing up the N. C. film to the Speed film speed—and the goods on your shelves are therefore practically as fast as the film now marked "Speed".

The advantage to you will be that you won't have to carry two kinds of film. The advantage to your customers will be better average negatives because more fully timed, and this in combination with the good keeping quality of the dependable N. C.

Just tell them that Speed film will help out a bit on cloudy days but that they need not cut down on bright days for fear of over exposure—and they will get results.

The soldier boys at the front would like

Vest Pocket

pictures of the home surroundings

F. 7.7 LENSES FOR OLD CAMERAS

There seems to be a misunderstanding on the part of some dealers, as to the cost of fitting the Kodak Anastigmat *f.* 7.7 lenses to old cameras.

By way of illustration, let us take the 3A Kodak. Fitted with R. R. lens and Ball Bearing shutter, this Kodak sells for $22.50 and with *f.* 7.7 lens and Ball Bearing shutter, for $27.50, the difference in cost of the two lenses being $5.00. This, remember, is for new equipment.

In some instances, customers have inquired the cost of fitting their Old Kodaks with *f.* 7.7 lenses, and the dealer has assured them, the cost would be $5.00.

This is not the case.

The cost of the Kodak Anastigmat *f.* 7.7 lens, when supplied for cameras not originally fitted with the lens, is $10.00, subject to a discount of 33⅓%. Please see that your customers understand the price to be $10.00 and not $5.00.

KODALOID

It has become necessary for us to advance the prices of Kodaloid and until further notice these prices will be as follows:

PRICE

Kodaloid:

Nos. 1 and 2, per sq. ft. - -	$.25
No. 3, per sq. ft. - - - -	.30
Nos. 5 and 6, per sq. ft. - -	.35

Discounts:

In quantities less than 5 sq. ft. -	25%
In quantities of 5 to 15 sq. ft.	33⅓ %
In quantities of 15 sq. ft. or more	50%

You can be sure that Eastman film purchased here is fresh, has been kept under the proper conditions—in fact, is as thoroughly right as when it left the Kodak City.

This store is a dependable source of supply for a dependable film.

RICHARD ROE & COMPANY

Cut No. 250-B.

CREDITS

When returning goods to us for credit it would help us very materially if you would give the date the goods were received by you and also the invoice number covering the original shipment.

Such a record should be kept anyway as a matter of form and

by giving us this information when the goods are returned, it will save a lot of time at this end, in looking for the shipping record.

It is also very important that all expired stock should be sent to Rochester for credit. If it is sent instead to the branches, it only has to be reforwarded to Rochester at an additional expense and an unnecessary delay.

NEW SIZE PRINTING MASKS.

In addition to the sizes already listed, the following will now be supplied:

SWIVEL PRINTING MASKS FOR SWIVEL PRINTING FRAMES:

Outside Dimensions	Inside Dimensions		
8-$\frac{5}{16}$ x 8-$\frac{5}{16}$"	1-$\frac{1}{8}$ x 1-$\frac{5}{8}$"	For No. 00 Cartridge Premo or similar size film negatives	$.20
8-$\frac{5}{16}$ x 8-$\frac{5}{16}$	2-$\frac{3}{4}$ x 4-$\frac{3}{4}$	For No. 2C Auto. Kodak Jr. and 2C Folding Auto. Brownie or similar size film negatives	.20
10-$\frac{5}{16}$ x 10-$\frac{5}{16}$	1-$\frac{1}{8}$ x 1 $\frac{5}{8}$	For No. 00 Cartridge Premo or similar size film negatives	.25
10-$\frac{5}{16}$ x 10-$\frac{5}{16}$	2-$\frac{3}{4}$ x 4 $\frac{3}{4}$	For No. 2C Auto. Kodak Jr. and 2C Folding Auto. Brownie or similar size film negatives	.25

Discount, 33-$\frac{1}{3}$%.

EASTMAN PRINTING MASK:

Outside Dimensions No. 8C	Inside Dimensions		
5 x 7	2-$\frac{3}{4}$ x 4-$\frac{3}{4}$"	For No. 2C Auto. Kodak Jr. and 2C Folding Auto. Brownie or similar size film negatives	.10

Discount, 33-$\frac{1}{3}$%.

KODAK ADVERTISING POST CARDS

The Kodak Advertising Post Cards in the past, have been the means of bringing in to the dealers who used them a good many hundreds of dollars, not accountable in any other way. They have fully demonstrated their practical value, and the dealers who have used them are usually eager to use them again. The 1916 Post Cards reproduced on pages 6 and 7 are more attractive and forceful than ever.

You just cannot help getting results, if you mail these cards out to a carefully selected list of prospective customers. Here is the plan upon which the Kodak Advertising Post Cards will be supplied:

We will furnish these cards in lots of one thousand or more, printed as shown in the illustrations, with the dealer's name and address in the same handwriting as the text on the front, and occupying the same space as Richard Roe & Co., at $10.00 per thousand, *net.* This price does not apply on lots of less than one thousand, but does apply on fractional lots where the total is for more than one thousand, as for instance, 1250, 2700, etc. On lots of less than one thousand, there will be an extra charge of one dollar. No order entered for less than 400 cards ($5.00, net.)

We cannot furnish the cards in any form different from that stipulated above, nor can other photographs than the one's shown, be substituted.

There's going to be a big rush for these cards. Get your order in early.

POST CARD

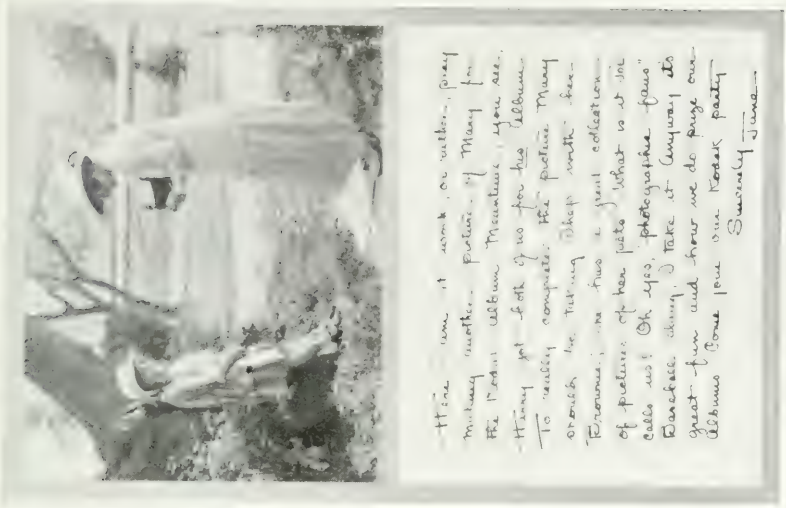
VELOX PLACE STAMP HERE VELOX

CORRESPONDENCE HERE

NAME AND ADDRESS HERE

Kodak Advertising Post Card No. 1.

See page 5



POST CARD

VELOX PLACE STAMP HERE VELOX

CORRESPONDENCE HERE

Keep a Kodak story of the children — there is a new pleasure in every moment of the story making and afterward a lasting satisfaction in the pictures themselves.

Richard Roe & Co.,
1001 Imperial ave.

NAME AND ADDRESS HERE

Kodak Advertising Post Card No. 2.

See page 5

ARTURA DEVELOPER POWDERS Nos. 1 AND 2

We are now in a position to supply Artura Developer Powders, Nos. 1 and 2 in limited quantities, though sufficient, we believe, to fill normal requirements. These powders are for professional use only, and are producing good results on all Artura and Azo papers. For Azo paper, prepare the developer by using the amount of water and Bromide specified in the directions for Artura Iris.

PRICES

Artura Developer Powders, Nos. 1 and 2.	
No. 1, per cartridge	$ .07
No. 1, per box of 6 cartridges	.35
No. 2, per cartridge	.14
No. 2, per box of 6 cartridges	.70
Discount	33⅓%

REDUCTION IN HYDROCHINON

Since it has been next to impossible to obtain either Elon or Metol, Hydrochinon has become the chief developing agent, and the All-Hydrochinon developer announced on page 9 of the March *Kodak Trade Circular* has worked out very successfully.

We have succeeded in obtaining a sufficient quantity of Hydrochinon in addition to that manufactured by us, so that June 1st, we not only reduced the selling prices, but are now able to furnish Hydrochinon in one-half pound, one pound and five pound packages.

This announcement came just too late to report in the June *Kodak Trade Circular.*

PRICE.

Hydrochinon:	
1 oz.	.67
¼ lb.	2.55
½ lb.	5.05
1 lb.	10.00
5 lb.	49.80

Discount, 40%

REDUCTION IN PRICE

It is gratifying to be able to announce a reduction in the selling prices of Mercury Bichloride and Bromide Potassium as follows:

MERCURY BICHLORIDE:

1 ounce,	$ .35
¼ lb.,	1.25
½ lb.,	2.35
1 lb.,	4.55

Discount, 33⅓%

BROMIDE POTASSIUM:

1 ounce,	$ .45
¼ lb.,	1.55
½ lb.,	3.05
1 lb.,	6.00
5 lbs.,	29.80

Discount, 33⅓%

ADVANCE IN PRICE

We are obliged to advance the selling prices of the following:

M. Q. TUBES, EASTMAN:

Box of 100 tubes, list price, $7.00
Discount, 40%
No quantity discount.

M. Q. DEVELOPER, KODAK N. A.:

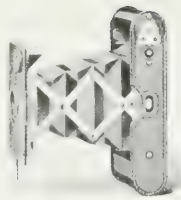
Package of three tubes, list price, $ .35
Discount, 33⅓%
In lots of 24 packages, 40%

NEPERA SOLUTION:

4 ounces,	$ .28
16 ounces,	.84
½ gallon,	2.24

No change in discount.

It fits into the day and the place like a note book.



Actual Size. Open

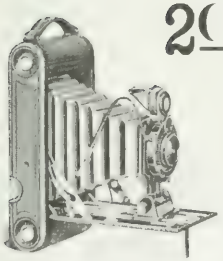
Actual Size

Vest Pocket Autographic Kodak

Pictures 1⅝ x 2½ inches. Price, 6.00

RICHARD ROE & CO., 1201 Tripod Ave.

Street Car Sign No. 684.



2C Autographic Kodak Junior

A new camera, for pictures of a new size—2⅞ x 4⅞ inches.

Price. $12.00

RICHARD ROE & COMPANY,
1201 TRIPOD AVENUE.

Street Car Sign No. 684.

MORE CAR SIGNS

Here are two more car signs, both in colors, both designed to attract and bring results. The Vest Pocket Autographic Kodak is shown opened and closed and in both instances the cuts show the *actual size*. The other card advertises the 2C Autographic Kodak Junior the youngster of the Kodak family.

Now is the time to tell your customers about the joys of Kodakery, while the vacation season is young. More and more is Kodakery becoming the National recreation; the year 'round call of the open,—all outdoors invites your Kodak.

Street car cards reinforce your newspaper advertising and lead the way to your store.

ADVANCE IN KODAK METAL TRIPODS.

Owing to the increase in cost of metal, it became necessary, June 15th, for us to advance the prices of Kodak Metal Tripods, as follows :

PRICE.

No. O,	$2.25
No. 1C,	3.00
No. 1,	3.25
No. 2C,	3.75
No. 2,	4.00
No. 6,	6.00
Discount,	40%

In lots of 100 or more, assorted, 40 and 10%

NEW R. O. C. TRIMMER

We have added to the list of R. O. C. Trimmers, the new No. 4 with 12 inch blade. It is constructed just like the other R. O. C. Trimmers; substantially built and thoroughly accurate.

This trimmer can be readily recommended to those having use for one of this size.

PRICE

R. O. C. Trimmer, No. 4, 12 inch $2.75
Discount - - - 33⅓%
In dozen lots, assorted, 33⅓ and 10%

EASTMAN DENTAL FILM CLIPS

The Dentist or Roentgenologist, doing X-Ray dental work, will find these little Dental Film Clips a great convenience, not only during the developing, fixing and washing of the films but in drying as well.

They are light in weight and instantly attached or detached. Keep the supplies used for X-Ray work in stock. It will pay you to add this to your profits.

PRICE

Eastman Dental Film Clips :
Per dozen - - - - $ .75
Discount - 33⅓%

Pictures at the Picnic

The sack race, the ball game, the tug of war, the amusing incidents of the days—here are opportunities that

KODAK

will realize to the full.

Kodaks from $6.00 up.
Brownie Cameras from $1.25 up.

RICHARD ROE & COMPANY

Single Column Cut—No. 103 B.
Double Column Cut—No. 103 A.

ADD TO YOUR CODE

Please add to your Telegraph Code the following:

Page 26	Brazen	Eastman View Outfit No. 2 for 7x11 negatives with Symmetrical Lens
" 26	Breezeless..	Eastman View Outfit No. 2 for 7x11 negatives with Rapid Rectigraphic Lens.
" 34	Denouncing	No. 130, 6 ex. N.C. Film.
" 34	Densely....	No. 130, 10 ex. N C. Film.
" 44	Juggle	No. 0 Brownie Developing and Printing Outfit.
" 45	Laurel	Brownie Safelight Lamp.
" 46	Levity	No. 1 Eastman Printer.
" 46	Lodging ...	No. 1 Amateur Delivery Envelopes with advertisement.
" 46	Logic.....	No 2 Amateur Delivery Envelopes with advertisement.
" 46	Loiter	No. 3 Amateur Delivery Envelopes with advertisement.
" 60	Sparrow ...	Eastman Bromide Fabric.
" 64	Submarine .	Azo F Hard Post Cards.
" 64	Submerge..	Azo F Soft Post Cards.

STOLEN CAMERAS.

The following losses have recently been reported to us:

Vest Pocket Autographic Kodak, *f*.7.7, - - - -	No. 345603
Do., - - - -	No. 428761
Vest Pocket Kodak, -	No. 196796
Do., - - - -	No. 196797
Do., - - - -	No. 361590
Do., - - - -	No. 409884
No. 1 Autographic Kodak Jr., R. R. lens, - -	No. 50080
No. 1 Kodak Jr., R. R. lens,	No. 68280
Do., - - - -	No. 70150
No. 1A Autographic Kodak Jr., - - - - -	No. 77395
No. 1A Kodak Jr., - -	No. 116070
Do., R. R. lens, - -	No. 131684
No. 1A Autographic Kodak,	No. 89394
No. 1A Folding Pocket Kodak,	No. 149511
Do.,	No. 191836
No. 1A Six-Three Kodak,	No. 72143
No. 3 Autographic Kodak,	No. 123360
No. 3A Autographic Kodak,	No. 399514
Do., - - - -	No. 406268
No. 3A F. P. Kodak, -	No. 244
No. 3A F. P. Kodak, -	No. 42462A
Do., R. R. lens, - -	No. 324899
Do., - - - -	No. 337800
Do., - - - -	No. 340155
Do., Anastigmat lens, No. 1467, - -	No. 384771
Do., - - - -	No. 415364
No. 1 Autographic Kodak Special, Kodak Anastigmat lens, *f*.6.3,	No. 5230
*No. 3A Kodak, Special, Zeiss Kodak Anastigmat lens, No. 1415139 and Compound shutter No. 1449331 - - - -	
Do., Optimo shutter and Zeiss Kodak Anastigmat lens, - -	No. 22962
Do., *f*.6.3 Anastigmat, - -	
No. 1 Panoram Kodak, -	No. 19745
No. 2 Folding Autographic Brownie, R. R. lens,	No. 38161
No. 2 Folding Autographic Brownie, - -	No. 73583
Folding Autographic Brownie, - -	No. 67868
No. 2A Folding Autographic Brownie, R. R., - - -	No. 7128
No. 3A Folding Brownie,	No. 114105
3A Filmplate Premo, -	No. 2101
3A Film Premo No. 1, -	No. 7503
Do., - - - -	No. 7504

*$10.00 reward

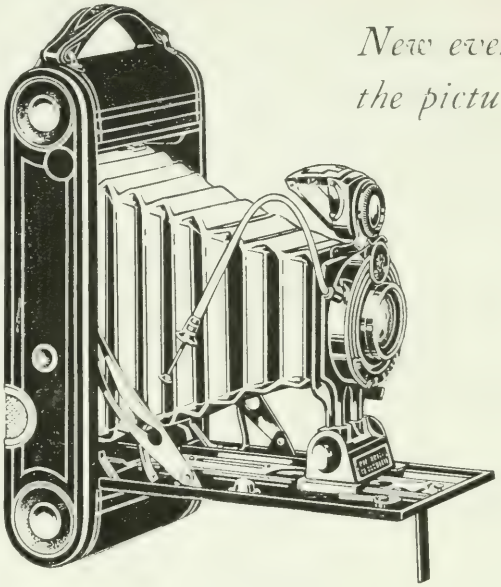
The summer time is Kodak time.

Window Signs

Car Signs

Advertising Cuts

Now is the time to advertise.



New even to the size of the picture it makes.

Price,
$12.00

The No. 2C Autographic Kodak Junior

The thing that strikes you instantly is the instrument's compactness. Your eye tells you that it will fit the pocket with space to spare.

And then it makes the new size picture—$2\frac{7}{8}$ x $4\frac{7}{8}$ inches. $2\frac{7}{8}$ inches and $4\frac{7}{8}$ inches bear the same relation to each other as $3\frac{1}{4}$ and $5\frac{1}{2}$ inches, (the post card size picture made by the 3A Kodak). The No. 2C picture has the standard post card proportions on a slightly smaller scale—a new size, a shape that's standard, and *pocket* convenience.

RICHARD ROE & COMPANY.

Single Column Cut—No. 209H. Double Column Cut—No. 209G.

FOR TRADE CIRCULATION ONLY.

Eastman Kodak Company

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVII., No. 9 ROCHESTER August, 1916

KODAKERY.

That little magazine, Kodakery, is the silent partner of your business, working among your customers in a quiet, unobtrusive, suggestive way. It starts work with the sale of a Kodak, Brownie, Premo or Graflex camera and continues to create the desire for the materials with which to make better and better pictures.

Your assistants can use Kodakery as a means for making sales, and after the sale is made Kodakery keeps right on working for one year with the purchaser of any one of these cameras.

Get the customers name on the dotted line.

A New Developer For Vertical Tanks

The fact that Elon and Elon substitutes have practically disappeared, has led to a series of experiments in the Kodak Laboratories, with the result that a formula for Pyro Soda has been worked out, using as its essential principle what is called "Neutral Sulphite." The formula is as follows:

Pyro	12 ozs.
E. K. Co. Sodium Sulphite .	4 lbs.
E. K. Co. Sodium Bisulphite	15 ozs.
E. K. Co. Sodium Carbonate	1 lb.-4 ozs.
Potassium Iodide	50 grs.
Water up to	10½ gals.

The following instructions *must* be strictly followed, as the keeping qualities of this developer depend entirely upon the method of making it up.

Dissolve the Sulphite in two gallons of hot but *not* boiling water. When dissolved, add the Sodium Bisulphite and then boil for five minutes. Cool down to about 70° Fahr. and add the Pyro. Dissolve the Carbonate in one gallon of warm water, then add the Iodide. Pour these two solutions into the tank and then fill up with water to the top as usual.

The most satisfactory temperature for developing is 65° Fahr., and it should not be used below 60°. The time of development at 65° is about thirty minutes.

After the developer has been used for two batches it will be necessary to strengthen it with every batch. The strengthening solution is made by dissolving the chemicals given in the following formula. Exactly the same methods must be followed as when preparing the first developer.

Pyro, ...	½ oz.
E. K. Co. Sodium Sulphite	2 ozs.-300 grs.
E. K. Co. Sodium Bisulphite	300 grs.
E. K. Co. Sodium Carbonate.	6 ozs.-100 grs.
Potassium Iodide . . .	8 grs.
Water up to	120 ozs.

One to one-and-a-half ounces of the strengthener should be added for each rod of spools developed.

In order to prevent rods from staining films, they should occasionally be dipped in melted paraffine in order to keep film from coming into contact with metal.

It is important to note that the hand should be passed between the backs of the films to prevent any possibility of the gelatine surfaces adhering. Also, in districts where the water is hard, it is advisable to sponge the films before hanging them up to dry.

The usual acid fixing bath should, of course, always be used. The publication of this formula will no doubt be welcomed by those dealers who have feared that the shortage of Elon would handicap them in their developing and printing department.

NOTE.—If at any time the addition of strengthening solution, sufficient to keep bulk up to proper standard has a tendency to produce too strong negatives, reduce quantity of strengthener and add water according to judgment. This developer will keep four or five weeks, depending somewhat on the number of films developed.

SEND HIM A "PHOTOGRAM."

Nothing could be more appropriate than the dealer advertisement on the back cover, to run in the newspapers of localities where the National Guard has recruited. There is nothing more welcome; nothing that would give the boys down in Texas or in camp more cheer, than Kodak pictures from home.

You can capitalize the "sentiment" with a clear conscience and by a little effort in the way of local newspaper advertising, can stimulate a greater demand for film and supplies by suggesting to the fathers, mothers, wives and sweethearts that their letters to the soldier boys be "Photograms" and carry the Kodak picture stories of home.

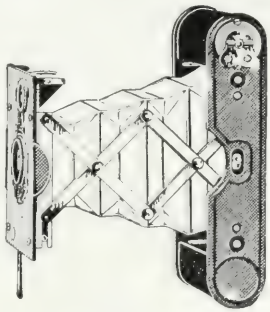
And here, too, comes an opportunity to suggest that a Vest Pocket Kodak be sent to the soldier boy at the border. Kodakery is just the sort of diversion that would unobtrusively fit in with the life in camp. The Vest Pocket Autographic Kodak is a veritable note book, but it will tell the story of the life at the border better, and the people at home will appreciate it just as much as the soldier boy in camp.

OILING SHUTTERS

The simplest way to put a shutter out of business, is to oil it. All shutters supplied on Kodaks, Brownie and Premo cameras are adjusted to work perfectly, in all climates, without any lubrication whatever in any part of the shutter. Oiling a shutter will invariably put it out of working order.

From time to time shutters are sent in for repairs, and it is more often that oil is the cause of the trouble, than any real defect.

Instruct your assistants to warn customers against this practice. The only attention these shutters require, is keeping them free from dust and moisture.



The soldier likes quick action—he gets it with a

Vest Pocket Autographic Kodak

Pull out the front, press the release and the picture is made. No focusing.

So small and compact is the V. P. K. that he can wear it.

Send him one of these efficient little picture-makers and the resulting prints will form a record that, intensely interesting at the outset, will be priceless in later years.

Price, $6.00.

RICHARD ROE & COMPANY

Single Col. Cut—2 oH
Double Col. Cut—200G

EASTMAN FILM DEVELOPING HOLDER No. 2.

The Eastman Film Developing Holder No. 2 does not now require as large a tank for the development of films as heretofore. The No. 2 Holder as now supplied is made in such a way as to permit its use in the No. 3 Developing Box and as well in any plate developing box taking 8 x 10 Core Developing Racks.

This new feature will add greatly to its practicability as not all those who have use for holders of this size are supplied with the larger tanks and the smaller developing boxes will be found more convenient. These holders are now also made of a metal that is unaffected by the action of developing and fixing agents.

The Loading Fixture has also been made to conform with the changes in the Holder.

Have some of these Holders and the Loading Fixtures on hand to demonstrate their utility to those of your X-Ray or portrait film customers who are using the 8 x 10 films.

PRICE.

Eastman Film Developing Holder, No. 2, 8 x 10 size	$ .50
Loading Fixture for above, 8 x 10 - - - - -	1.50

Discount, 33⅓%.

NON-AUTOGRAPHIC KODAKS AND BACKS

Ever since the last Kodak in the line was made Autographic, there has been but little demand for non-autographic backs. On account of this limited demand, they have to be made in small quantities and that makes the cost of production so high that it is impossible to supply them at the prices they have been listed heretofore.

Consequently, hereafter, the list prices and dealer's discounts on all Kodaks regularly listed as Autographic, but ordered and supplied with non-autographic backs, will be the same as though supplied with Autographic backs.

When furnished separately, non-autographic backs will be supplied at the same list prices and discounts as Autographic backs.

MAGNESIUM POWDER.

We are again in a position to supply Magnesium Powder which was withdrawn from the market in May 1915 owing to a shortage in stock.

Until further notice this product will be billed as follows:

PRICE.

1 oz. bottle - - -	$ .65
¼ lb. can - - - -	2.35
½ lb. " - - - -	4.60
1 lb. " - - - -	9.00

Discount, 33⅓%.

STOLEN CAMERAS

The following cameras have recently been reported to us as stolen:

No. 1A Kodak Jr. with Kodak Anastigmat *f*.7.7 lens,	No. 108635
No. 3A Kodak, - -	No. 323531
Do., - - - -	No. 396997
No. 3A Autographic Kodak	No. 427085
Do., with Kodak Anastigmat *f*.7.7 lens. - - -	No. 388608
No. 3A Special Kodak, Compound shutter and Tessar lens.	No. 18478

All out-doors
invites your

KODAK

Kodaks, $6.^{00}$ and up.

Street Car Card No. 692.

That Real Camera
for Seventy-five Cents!

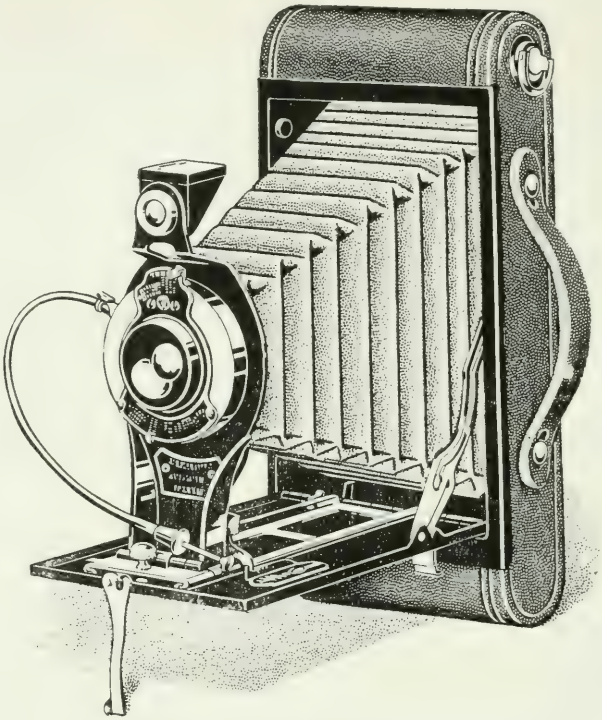
No. 00 Cartridge Premo

A daylight loading camera for snap-shots
or time exposures. Film 10 cents a roll.

JOHN DOE & CO., 1234 Premo St.

Street Car Card No. 693.

Advertising Car Cards



The No. 3$\frac{A}{=}$ Folding Autographic Brownie

(pictures post-card size)

You'll rub your eyes in pleased amazement when we show you this latest Brownie.

The thinness and compactness of construction, the improved loading feature, the rounded camera corners - here's *new* Brownie efficiency.

Autographic, of course, all the Folding Brownies now are.

PRICE, $10.00.

RICHARD ROE & COMPANY

Single Col. Cut—224F Double Col. Cut—224C

REDUCTION IN CHEMICAL PRICES.

We are glad to announce a substantial reduction in the prices of the following chemicals, effective July 10th, 1916:

MERCURY BICHLORIDE:

1	ounce bottle	$ .30
¼	lb. "	1.05
½	" "	2.05
1	" "	4.00

Discount, 33⅓%.

POTASSIUM BROMIDE:

1	ounce can	$ .18
¼	lb. "	.55
½	" "	1.05
1	" "	2 00
5	" "	9.80

Discount, 33⅓%.

POTASSIUM IODIDE:

1	ounce bottle	$ .47
¼	lb. "	1.70
½	" "	3 30
1	" "	6.50

Discount, 33⅓%.

POTASSIUM PERMANGANATE:

1	ounce bottle	$ .36
¼	lb. "	1.30
½	" "	2.50

Discount, 33⅓%.

POTASSIUM SULPHOCYANATE:

1	ounce bottle	$ .20
1	lb. "	2.10

Discount, 33⅓%.

AMMONIUM SULPHOCYANATE:

1	ounce bottle	$ .15
½	lb. "	.90

Discount, 33⅓%.

POWDERED ALUM:

1	pound carton	$ .20
5	" tin	.95

Discount, 33⅓%.

50 lb. lots assorted, 33⅓ and 10%.
100 lb. drum 10c net per lb. F. O. B. factory, Rochester, N. Y.

BORAX:

1	pound carton.	$ .15

Discount, 33⅓%.

CITRIC ACID POWDERED:

1	ounce bottle	$ .15
¼	lb. "	.40
½	" "	.70
1	" "	1.30
25	" can	31.50

Discount, 33⅓%.

HYDROCHINON.

On July 15th we made a further reduction in the selling prices of Hydrochinon as follows:

1	ounce	$ .57
¼	lb.	2.15
½	"	4 22
1	"	8.35
5	lbs.	41.55

Discount, 40%.
No quantity prices.

KEEP YOUR CASH REGISTER BUSY

Have you ever noticed a customer when you were ringing up a sale? Invariably the eyes follow the cash register. The accompanying illustration shows how one dealer made his cash register work overtime by putting on it the famous slogan, "Take a Kodak with you," instead of the usual firm name.

Here is an idea that is worth trying and if your cash register is in a position where it can be plainly seen, the sign will work to your advantage.

Pictures from Home.

Give cheer to the boys at the border, or to the boys waiting in camp, by sending them pictures from home. There are likely to be some tedious homesick days down there and a little cheer up in the way of photographs of the home folks and the home doings will do them a lot of good.

And some day when you want to give something a little more substantial send along a Vest Pocket KODAK and ask your Soldier Boy to send pictures to you.

Vest Pocket Autographic Kodak, - $6.00

RICHARD ROE & COMPANY.

Double Column Cut—125 A.

FOR TRADE CIRCULATION ONLY.

Eastman Kodak Company

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVII., No. 10 ROCHESTER September, 1916

The Focusing Point in Kodak Advertising

Just as when you take a Kodak picture, you focus upon the object to be photographed, so also is the Kodak Advertising campaign focused upon the dealer, as the means for closing the sale.

Since the days when amateur photography was first known through the slogan—"you press the button, we do the rest", Kodak Advertising has told and retold the story of Kodakery to millions of thrifty readers, in a simple yet forceful way, always with the suggestion "Go to your Dealer", or words to that effect.

This constructive advertising is designed to build up your business as well as our own, by making prospective customers of the interested people in your locality. This is as far as we can go, but it is an easy matter for the dealer to take the next step and "cinch" many a sale that has almost been made by our magazine advertising, by letting the prospect know *who you are*, *what you are* and *what you do*, through your local advertisements.

We do not simply give you the benefit of any selling force there may be in these magazine advertisements and let it go at that, but a step or two further by supplying attractive literature, window cards, window signs, enlargements and last but not least, advertising cuts, all of which have sales force sufficient to pass muster in a department of advertising specialists. In our judgement, all of these will help to get the customer into your store, and after all, that means successful advertising.

Here is your opportunity to identify yourself with the sale of cameras and supplies, by making use of the car signs, advertising cuts, window signs etc., in a way that will be far better than anything we can do for you.

WESTERN DEALERS.

Please make the following addition to your "A" Discount Sheet, page 7, under Plastic Plates:

Do., from Pacific Coast Branch 45 and 5

It will take only a moment to do this and will obviate the necessity for correspondence.

REDUCTION IN CHEMICAL PRICES.

We are glad to be able to announce the reduction in prices of the following chemicals, effective August 15th:

HYDROCHINON:

1	oz. can	$ .52
¼	lb. "	1.94
½	" "	3.80
1	" "	7.50
5	" "	37.30

Discount 40%.

MERCURY BICHLORIDE:

1	oz. bottle	$ .19
¼	lb. "	.60
½	" "	1.10
1	" "	2.10

Discount 33⅓%.

POTASSIUM IODIDE:

1	oz. bottle	$ .43
¼	lb. "	1.53
½	" "	2.97
1	" "	5.85

Discount 33⅓%.

POTASSIUM PERMANGANATE:

1	oz. bottle	$ .23
¼	lb. "	.75
½	" "	1.40

Discount 33⅓%.

POTASSIUM FERRICYNANIDE

We are now in a position to supply Potassium Ferricyanide, and can quote as follows:

1	oz. bottle	$ .35
¼	lb. "	1.15
½	" "	2.15
1	" "	4.15

Discount 33⅓%.

$3,000.00 CASH.

Three thousand dollars! That's a lot of money to receive for ten pictures. But pictures tell the story better than pages of text; they are easy to interpret and only a glance at an advertisement is required to grasp their meaning.

There's a story in every picture that is made. Why not have your customers make a picture story that suggests its pleasures to those who do not know amateur photography?

The use of photographs as illustrations in advertising is growing rapidly and for the photographer who goes thoughtfully and carefully at it, there is good money in making such pictures.

Each year the Kodak Advertising Competition brings in a wealth of material with which to illustrate our magazine advertisements throughout the year. Each picture must tell of the charm of Kodakery and where Kodak goods are introduced, they must be up-to-date and the clothing worn by the subjects should be as nearly the "latest" as possible, since most of the pictures accepted will not be used in our advertisements before next year.

Keep a supply of the contest circulars in plain sight and call your customers' attention to them.

ADVANCE IN GRADUATES

Owing to the advance in the cost prices we are obliged to reduce the discount on Eastman Graduates, Engraved and Eastman Tumbler Graduates, Engraved.

The list prices will remain the same as heretofore. Discount on both 33⅓%.

BELT CASE FOR VEST POCKET KODAK

With the new belt case, here illustrated, the little Vest Pocket Autographic Kodak,—which weighs only nine ounces,—may be carried anywhere in security, without encroaching on other carrying accommodations.

The belt case solves the question of Kodak accommodation for anyone on a hunting, fishing or canoeing trip, where space—even for the Vest Pocket—is limited.

It is made of extra heavy Russet Sole Leather, tan color, and the back has a wide loop through which the belt goes, to hold the case right where the Kodak is easily accessible.

The case should have a ready sale among those of your customers who now have the Vest Pocket Kodak, and it should tend to boost the sales of the Kodak among sportsmen and those who have not heretofore had the means for conveniently carrying it.

PRICE

Belt Case for carrying Vest Pocket Kodak. - - - - -	$1.50
Discount, - - 33⅓%	

The Boys on the Border

Would appreciate pictures of home scenes and home folks. Such pictures are worth their weight in cheer.

When you send in your next films for developing and printing, why not order an extra set of prints for the soldier boy. We will see that they reach him in good condition.

Kodaks from $6.00 up.
Brownie Cameras as low as $1.25.

RICHARD ROE & COMPANY

Single Column Cut—125B
Double Column Cut—125A

1917 CALENDARS

THE OLYMPIC.

It's not a bit too soon to get in your order for 1917 Calendars. There are a good many dealers who make a big feature of calendar sales, realizing that the turn-over is not only worth while, but that their sales certainly promote the further sales of paper, chemicals and sundries.

We are not going to say the Olympic Calendar this year is the handsomest calendar we ever put out, but it really is in line with a progressive improvement. Frankly we'll leave it to you. It is an entirely new design; is made of Bristol Board, tinted and embossed and mounted on a heavier back board, and is supplied with easel back.

The prints are held in place by inserting them under raised corners and the calendar itself is uniquely placed under a flap in the Bristol Board.

These calendars are made up in two pleasing tones of gray and brown, the former being especially suitable for black and white prints and the latter for sepia toned prints. Either color may be had for horizontal or vertical prints in any standard amateur sizes.

Olympic Calendar for Horizontal Prints.

When ordering be sure to specify the color wanted.

There is a big demand always for these calenders and we have tried to anticipate it by ordering a big run, so get your order in early for all you will need as we do not expect to make a second run.

Order by number and color.

GRAY OR BROWN

PRICE

For Horizontal Prints.

No.	For Prints	Size Outside	Price per 100
OH	1⅝x2½	5⅛x5⅛	$ 9.50
1-H	2¼x3¼	5 x7⅛	9.50
1-AH	2⅝x4¼	5¼x7⅞	10.00
3-H	3¼x4¼	6¼x8¼	10.00
3-AH	3¼x5½	6⅝x9⅝	12.00

For Vertical Prints.

OV	1⅝x2½	4 9 16x5 13 16	$ 9.50
1-V	2¼x3¼	6⅛x6⅛	9.50
1-AV	2⅝x4¼	6⅞x7	10.00
3-V	3¼x4¼	7 5 16x7 5/16	10.00
3-AV	3¼x5½	7⅞x8⅞	12.00

Discount, 33⅓ %.

EXTRA PADS FOR CALENDARS:

Style A	$ .65 net per 100
" B	.75 " " "
No. 1	.85 " " "
" 2	.90 " " "
" 3	.85 " " "
" 4	.90 " " "
" 5	.85 " " "
" 6	.90 " " "

E. H. INSTEAD OF M. Q.

For many years we have been putting out the familiar M. Q. tubes of developer.

For the past few years this has been a bit inconsistent as the preparation has been of Elon and Hydrochinon.

In a big organization such as ours it takes a little time to effect changes, but beginning September first the tubes will be labeled E. H. instead of M. Q.

The label, however, is the only change.

HOLIDAY FOLDER.

The Holiday Folder will make an attractive addition to your line of "Season's Greetings" cards. It is made of antique stock in a cream white shade and printed in red and green with an appropriate holiday design in the upper left hand corner. Within the folder is a flap, under which is mounted the photographic print and there is an embossed space for the signature of the sender.

Each folder is inclosed in a cream colored envelope ready for mailing.

There's always a big demand for Christmas and New Year's cards and an attractive folder which will permit the mounting of prints adds just enough of the personal touch to be a popular and good seller.

Get your ample order in early.

PRICE

No.	For Prints	Size Outside	Price per 100
0	Vest Pocket	3⅞x5¼	$ 9.00
1	2¼x3¼	4¾ x6¼	10.00
1-A	2½x4¼	5¼x7¼	11.00
3	3¼x4¼	5¾x7¼	11.00
3-A	3¼x5½	6¼x8¼	12.50

Discount, 33⅓ %.

BOOKS ON COLOR PHOTOGRAPHY.

By DR. C. E. KENNETH MEES.

THE PHOTOGRAPHY OF COLORED OBJECTS.

This book has been recently revised and in its second edition contains 118 pages of information vital to anyone interested in such practical topics as landscape, portraiture, the photography of colored objects for reproduction and rendering of color contrasts.

Bound in board. Price, $ .50.
Discount, 40%

WRATTEN LIGHT FILTERS.

Anyone having use for filters will find this little book of value. The subject is covered very fully in its 70 pages, and complete information is given as to the properties of any one of the hundred and more filters made by the Eastman Kodak Co.

Price, - - - $ .50
Discount, 40%

AN ATLAS OF ABSORPTION SPECTRA.

This atlas was prepared specially with regard to absorptions in the ultra-violet and the uses to which such information could be applied in our own laboratories in the selection of dyes for the manufacture of filters. The atlas which contains 74 pages will be of interest to those who wish to use filters of a particular kind.

Bound in board. Price, $1.50
Discount, 40%

PHOTOMICROGRAPHY.

This booklet deals with the optical and photographic side of Photomicrography and especially with the question of illumination. It contains 35 pages.

Price, - - - $ .15
Discount, 40%

POTASSIUM CARBONATE.

We are again in a position to Supply Potassium Carbonate which was withdrawn from the market January 17th 1916, owing to a shortage of the supply.

Until further notice this chemical will be supplied as follows:

PRICE

Potassium Carbonate:

½ lb. bottle . . . $ .90
1 " " . . . 1.70

Discount, 33⅓ %.

SCHOOL DAYS, SCHOOL DAYS.

Do you remember when you were a boy? Do you remember as the long summer vacation was drawing to a close, with what feelings of mingled regret and, yes, anticipation you looked forward to the opening of school?

Do you remember the excitement and the noise and turmoil of the first day when you had "moved up" a grade with a new teacher and many new faces at the desks around you? And do you remember, as the days wore on and you resigned yourself to the inevitable, the fun and sport and good times you had with the companions of your youth?

Thousands and thousands of boys and girls are feeling to-day just as you did—how many years ago was it?

Go back in your mind to those impressionable days and you will find many and varied uses which you would have had for a camera if there had only been such simple, inexpensive cameras then as you can offer to the school children in your town to-day.

The No. 00 Cartridge Premo will interest every boy and girl of the school age. Those dealers who carry school supplies will find it extremely profitable to display these little cameras as close as possible to the school supply counter, and make it a point to call the attention of all the children that come into the store to them.

All dealers by featuring these cameras in their advertising in such a way as to connect up with the thought of school, will find new possibilities for increased sales of this desirable little camera. And when you sell a No. 00 Cartridge Premo, you've made a new customer—usually a permanent customer, too.

COLOR VALUES IN COMMERCIAL PHOTOGRAPHY.

There's a right way and a wrong way of doing practically everything. There may be several ways of doing a thing, but there is usually only one way that will give the best results, with certainty.

It is just that way in commercial photography, and if the man who is doing this class of work wants to beat bogie, he can do it by using color plates and color filters to bring out the color values more nearly as the eye sees them.

To this end, we have just published a booklet, "Color Plates and Filters for Commercial Photography," consisting of 32 pages explaining the value, the use and manipulation of Wratten Panchromatic Plates and Filters. In this booklet there are 8 pages of comparative illustrations.

The booklet cannot fail to be of interest to every photographer, especially if he is doing commercial work. It will be sent postfree on application.

KEEP THE LENS CLEAN.

Never let a camera go out of your store until you make sure the lens is perfectly clean. If your eye glasses need cleaning everything looks gray, and if a camera lens is dirty or has finger marks on it, the film will register a picture that lacks brilliancy.

This picture might have been drawn from life for thousands of youngsters—even the very little folk—are making pictures, *good* pictures with a

BROWNIE

Playmates, pets, games, here's material for a chronicle of childhood that this efficient and simple-working camera makes possible.

Brownie cameras from $1.25 to $12.00.
Kodaks from $6.00 up.

RICHARD ROE & COMPANY

Single Column Cut—181B Double Column Cut—181A

FOR TRADE CIRCULATION ONLY.

Eastman Kodak Company

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVII., No. 11 ROCHESTER October, 1916

ENROLL NOW

If your neighbor's black cat has a silkier coat than your black cat, there must be a reason for it. If you are in the Kodak Finishing business, and your friend across the street is getting more than his share of the business, there must be a reason. Perhaps he has sent the foreman of his finishing department to Rochester where we maintain a practical Educational Department. Its services are free to the recognized Kodak dealer, or his accredited employees; its objects are mutual, in that they afford thorough instruction in the best, most economical and up-to-date methods of amateur finishing and every instructor is an expert.

Give your finishing department a chance to make good. There is but one stipulation, the student must come to Rochester, as the course is in no sense a correspondence course. The only expense is that of transportation and living expenses while in attendance.

Your applications for enrollment at an early date will be appreciated. Address: Educational Department, Eastman Kodak Co., Rochester, N. Y.

THE LAST MONTH

This is the last month in which photographs may be submitted in the 1916 Kodak Advertising Competition.

The prizes amount to $3,000.00; the first prize is $1,000.00 and the tenth prize is $100.00. These competitions are well worth working for; are interesting to your customers and they give us the material with which to make the business mutually profitable to you and to ourselves.

Call the clever photographer's attention to the fact that outside of the pictures that are awarded prizes, we buy, every year, a number of pictures of merit and pay good prices for them.

CHEMICALS

We are glad to be able to make a further reduction in our selling prices of Hydrochinon. This reduction became effective September 20th.

HYDROCHINON

1 oz. can	$ .48
¼ lb. "	1.75
½ " "	3.43
1 " "	6.70
5 " "	33.30

Discount 40%.

Acrol as a developing agent has always given highly satisfactory results and it is especially gratifying at this time to be able to announce that we can again supply this chemical.

ACROL

1 oz. bottle	$1.10
¼ lb. "	4.15
½ " "	8.15
1 " "	16.00

Discount 33⅓%

For the present, the new developing agent Kodelon will be supplied only in ounce and quarter pound bottles, we hope to be in a position to supply the larger sizes, at an early date.

KODELON

1 oz. bottle	$ .85
¼ lb. "	3.15

Discount 33⅓%

KODELON DEVELOPER

The continued scarcity of the coal tar developers has brought about a more or less general use of Pyro and Hydrochinon. But with the steady increase in the photographic business, has come the demand for more developers of certain specific scope. The outcome is the new Kodelon Developer, here announced, which has been thoroughly tried and is being used at the present time in our own laboratories.

These tests have shown conclusively that the Kodelon Developer is one of the best available developing agents at the present time. The time of exposure and development is the same as with Nepera Solution.

Formula for Amateur Finishing

For Velox, Azo and other developing and Bromide papers.

Dissolve the chemicals in the order named:

Water	32 ounces
Kodelon	25 grains
Hydrochinon	90 grains
E. K. Co. Sodium Sulphite	330 grains
E. K. Co. Sodium Carbonate	2¼ ounces
Potassium Bromide	4 grains

Use the full strength.

Formula for Professional Finishing

For soft developer for Artura Iris, Azo and other professional papers.

Dissolve the chemicals in the order named:

Water	40 ounces
Kodelon	10 grains
Hydrochinon	40 grains
E. K. Co. Sodium Sulphite	180 grains
E. K. Co. Sodium Carbonate	180 grains

Potassium Bromide saturated solution, 1 drop to each 2 ounces of developer.

DISCONTINUED

From this date Kodak Advertising Tape will be discontinued.

TOZOL.

We are pleased to announce that we are now in a position to again supply Tozol, which is a simplified developing agent for developing papers with Elon as a base.

With Tozol the stock developer solution is made by simply adding the Sodas, Bromide and Wood Alcohol. Tozol affords strength and brilliancy with richness and depth of tone. Supplied as follows:

1	oz. bottle . .	$ 1.20
¼	lb. " . .	4.65
½	lb. " . .	9.15
1	lb. " . .	18.00

Dealer's discount, 33⅓ %.

ARTURA SODAS DISCONTINUED.

Owing to the general preference for E. K. Tested Sodas, we will discontinue supplying Artura Sodas as formerly furnished in one and five pound containers.

EASTMAN ENLARGING OUTFIT

We are now in a position to furnish the Eastman Enlarging Outfit with 500 watt Nitrogen Mazda Lamp instead of 250 watt as supplied heretofore. This added feature makes the outfit even more effective than heretofore.

PRICE

Eastman Enlarging Outfit, including 500 watt Nitrogen Mazda Lamp, without lens, -	$100.00
Nitrogen Mazda Lamp, 500 watt, Concentrated Filament, - -	7.50
Carrier, not iucluding Nitrogen Mazda Lamp, - - - -	7.50

Discount, 33⅓%

BROMIDE FABRIC NO. 1

On account of a limited supply of the fabric used as a base, we have not been able to cope with the demands for Bromide Fabric No. 1. We have however secured a sufficient quantity of the material and of a superior quality to that formerly used, so that we are now in a position to meet all demands for Bromide Fabric No. 1 with assurances of even greater satisfaction than heretofore.

This fabric has a beautiful matte surface and a fine texture and will be found valuable, not only for commercial work, but is especially suited for portrait prints which are to be oil colored.

CABLE RELEASE FOR 2C BROWNIE

On page 82 of the Condensed Price List under Cable Releases, you will find No. 16 for the No. 2c Autographic Brownie. This is an error as the correct cable release for this camera is the No. 2.

Please change your records accordingly.

CARBOYS

Commencing September 25th, the charge for Carboys will be $3.00 net, instead of $2.00 net as it was previously. This amount will be credited to you upon return of such carboys to Rochester, N. Y., transportation charges prepaid, provided the carboys are our own and are received in good condition.

A picture opportunity can never catch you off your guard if you have a

Vest Pocket Autographic Kodak

This efficient little instrument can be your inseparable companion.

Vest Pocket Autographic Kodak. -	$6.00
Belt Case for same, - - - -	1.50

RICHARD ROE & COMPANY

Single Col. Cut—114B Double Col. Cut—114A

SKY FILTERS

Practically every landscape subject is divided into two nearly equal parts,—the sky and landscape. The Kodak Sky Filter is intended to equalize the great difference in recording power between the brilliancy of the sky and the subdued colors of the foreground in landscape photography. This is done by changing the color of the light that passes through the upper half of the filter and making its action on the film slower in order to permit a full exposure of the foreground through the colorless, or lower half of the filter.

Acting in this way the Kodak Sky Filter permits an exposure, but little longer than would be required without its use. At one time or another, every amateur has use for a Sky Filter. Perhaps not all of your customers understand just how useful this little filter would be to them.

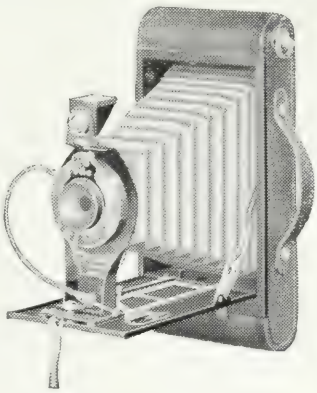
SPOOL ADAPTER FOR V. P. KODAK FILM.

The Spool Adapter permits the development of V. P. Kodak and No. O Brownie films, in the Brownie Kodak Film Tank and the regular Kodak Film Tanks.

The Spool Adapter is not required in the regular Kodak Film Tanks that are being put out at present as the spool holders are made with holes to receive the V. P. Film Spool.

PRICE

Spool Adapter for V. P. Kodak Film $.10
Discount, 25%.



The No. 3A Folding Autographic Brownie

Price, (with Rapid Rectilinear lens) $12.00.

Here's the camera that made it unanimous—all the folding Brownies are now autographic.

Let us show you the new Brownie efficiency that these cameras exhibit—they are new and better Brownies through and through.

Autographic Brownies from $6.00 to $12.00.
Autographic Kodaks from $6.00 up.

RICHARD ROE & COMPANY

Single Column Cut—224-F.
Double Column Cut—224-C.

CALENDAR ORDERS

Don't forget your order for 1917 calendars. Get your order in now, specifying the calendar number and color, not however, forgetting the Holiday Folder, or "Season's Greetings" Cards.

ELECTRICALLY HEATED DRY MOUNTING PRESS

Nearly everyone who has use for the Kodak Dry Mounting Press, has electricity and often this is more convenient to use than gas. So we have added to the line, an electrically heated Kodak Dry Mounting Press, with 11x14 plate. The press is connected to a special circuit, that is, one not used for other purposes, and should have a knife switch and 15 ampere fuse.

The new press has been thoroughly tested and found to maintain a correct, uniform temperature that will produce the best results with Kodak Dry Mounting Tissue.

In form, it is practically the same as the gas heated press, though somewhat smaller in size.

In ordering be sure to state whether it is to be used with direct or alternating current and the voltage.

PRICE

Kodak Dry Mounting Press, plate 11 x 14, electrically heated, - - - - - $50.00

Discount, 33⅓%

OVER 100% INCREASE

When we placed Eastman X-Ray Films on the market, plates in general and Seed X-Ray plates in particular, were well established and it was necessary that the films have certain advantages not possible with the plates, in order to earn the right to exist. The films did have these advantages. They were practically indestructible; easy to handle and develop; easy to file or send through the mails and they could be used for direct or screen exposure with results fully equal to the best plates. When used with the intensifying screen they were especially fast and would not retard the X-Rays, as was the case with glass plates.

The fact that the sales of Eastman X-Ray Films for the first eight months of this year, have increased considerably more than 100% over the corresponding months of last year, shows the films have made good.

We have used page space in the surgical magazines to advertise them, and it will pay you to advertise the fact that you handle Eastman X-Ray Films and X-Ray products, to the rapidly growing field of X-Ray specialists in private practice, in hospitals and sanitariums. It is a lucrative business and one well worth boosting.

And while you are following up the X-Ray specialists it will pay you to look up the dentists who are in need of Eastman Dental X-Ray Films.

VELOX N. A. DEVELOPER

We are unable to supply one-half gallon bottles of Velox N. A. Developer for the present.

The 4-ounce and 16-ounce bottles will be furnished as usual. No change in prices.

Kin Hubbard says he notices that the store keeper who says he doesn't believe in advertising always has a circus bill hanging in his store window all winter.

KODAK LEATHER DRESSING

Before putting our Kodak Leather Dressing on the market, we satisfied ourseives that it was the best that could be made for refinishing black leather surfaces on Kodaks, Brownie and other cameras, in fact for any real and imitation black leather articles.

One or two instances have come to our attention where Kodak Leather Dressing has been used on the camera bellows. We have never found a dressing suitable for use on camera bellows, nor do we recommend ours for that purpose. So please call the customers attention to this fact when you make the sale.

A LUCRATIVE FIELD

A lucrative field for the commercial photographer has developed out of the demands of Architects, Engineers, Contractors and Building Material dealers for photographs of architectural subjects. It is perhaps one of the most difficult branches of photography from the fact that practically every subject presents a different problem from the one preceeding.

When the building faces North. there's the problem of a strong back light causing halation, and right here is where the film shows its worth.

The best of plates, unless backed, are bound to show halation, on account of the reflection of light from the glass, but with the film, the base is so thin that halation is scarcely perceptible.

Eastman Portrait Films show remarkable rendering of architectural subjects under any and all light conditions and this brings us to the announcement in the April *Kodak Trade Circular,* of the 7 x 11 Eastman View Camera No. 2, which is regularly supplied with Eastman Portrait Film Holders unless the plate holder is specially ordered.

This 7 x 11 camera and Eastman Portrait Film offer a strong combination for the commercial photographer who wants to produce the best results in the photography of Architectural subjects.

INCREASED DISCOUNT ON STANLEY PLATES

The following discounts on Stanley plates became effective September 11th, 1916.

DISCOUNTS ON STANLEY PLATES:

From Rochester, - - - 50%
From New York or Chicago Branch, - - - - - 50%
From San Francisco Branch, 40 and 5%

NEW SIZE FOCUSING CAP

There has been a demand for a focusing cap to fit lenses with a barrel diameter of from 3 inches to 3⅞ inches and to comply with this we have added the No. 3 Eastman Focusing Cap for enlarging cameras. Price, $1.50. Discount, 33⅓%.

R. O. HOLDER KIT

We are prepared to supply R.O. Holder Kits in the 7 x 11 sizes, to fit the new Eastman View Camera No. 2. The opening for plate is 5 x 7.

PRICE

R. O. Holder Kit 7 x 11 $.40
Discount, 50%
In lots of 100, assorted 60%

Let the Children

KODAK

It's fun for them and there is a lasting pleasure for the whole family in the pictures themselves.

There's nothing confusing about the successful operation of a Kodak — it will feel perfectly at home in the hands of your boy or girl.

Kodaks for $6.00 up.
Brownie cameras (they work like Kodaks) as low as $1.25.

RICHARD ROE & COMPANY

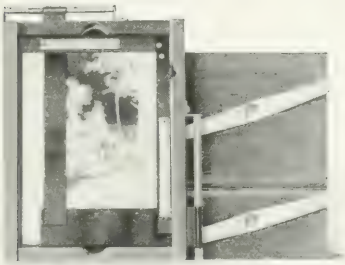
FOR TRADE CIRCULATION ONLY.

Eastman Kodak Company

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVII., No. 12 ROCHESTER November, 1916



KODAK AUTO-MASK PRINTING FRAME

The new Auto-Mask is the most convenient and useful thing in printing frames that has yet been produced. It is adaptable to the printing of negatives of any amateur sizes from 4 x 5, 3¼ x 5½ and smaller using the same simple masking device employed on the Kodak Amateur Printer. The negative is held firmly in place by the mask and is as readily released, when desired, by a slight pressure on the thumb lever.

Any number of uniformly masked prints may be made without changing the position of the negative and, if desired, prints may be so made that white space is left at the side or bottom for writing. The graduated scales attached to the stationary guides aid in sizing and holding exact dimensions of the mask openings.

Don't disappoint your customers when they ask to see the Kodak Auto-Mask Printing Frame. Have the goods in stock and show them.

PRICE

Kodak Auto-Mask Printing Frame $1.00
Discount 33⅓%

STYLUS FOR AUTOGRAPHIC CAMERAS

The change in form of the Autographic Backs, has necessitated a change in the Stylus. Hereafter the No. 1 Stylus can be used only with the Vest Pocket Kodak, while the No. 2 is for use with all other Autographic Kodaks and Brownies.

KODAK BANK,
Patent applied for.

YOU can start a stream of good American dimes going into your cash register, without so much as a penny's outlay, on your part.

You can start a lot of boys and girls—and grown people too, to banking for you.

It's simple.

With the Kodak Banks, which really cost you nothing, you can materially increase your sales of cameras and supplies.

Camera sales control the existence of your film sales and it is perfectly obvious that by increasing your sales of cameras, the sales of Kodak supplies will proportionately increase.

The Kodak Bank, which is shown here actual size, is a dime bank and will hold, when full, $6.00. It has five perforations and is graduated to show the cameras that may be obtained when the bank is filled to the various perforations. For instance, the lowest graduation ($2.00 level) will secure a No. 2 Brownie; the next, ($3.00 level) will get a No. 2A Brownie, and so on up, until the bank is full, which will give the holder the option of a Vest Pocket Kodak or No. 2 Folding Autographic Brownie.

The banks will be imprinted with your name and address in blue letters on a white background and *cannot be opened nor the dimes extracted, even when the bank is full, except by one who knows the combination.* We give you the combination and you have in that, your guarantee that the bank will be brought back to you for opening, for it is made so accurately that no one short of a Raffles could open it without the combination.

These banks will be supplied to you, with your name and address printed on them, in lots of one hundred, two hundred, three hundred and so on, but no order will be accepted for less than one hundred banks. The price of the Kodak Banks, in lots of 100, is $10.00 net per hundred, irrespective of the number ordered. (They cost us considerably more than that.) With each of these banks

we furnish a "dummy" disc the size of a dime. This has a very special significance for when you give anyone a bank, you ask that they deposit a dime with you to show their good faith in wanting to use the bank. As a receipt for this dime, you deposit in the customer's Kodak Bank, this "dummy" disc, which you redeem for 10 cents when the bank is brought in with dimes enough to secure a camera.

In this way you are fully protected and if the customer never returns the bank you have his dime, which is just what you paid for the bank originally.

Reverse Side.

After a bank is returned, it may be used over again or given a second time to the customer, if he chooses to save his dimes for Kodak supplies.

But do not give the combination to anyone under any circumstances. That is your stock in trade and the card which we will supply, with this information, should be kept in your possession.

To introduce the Kodak Banks, we are preparing an attractive window hanger which will be sent to dealers ordering one hundred or more Kodak Banks. This hanger is intended for display in the dealer's window and if several of the banks and the different cameras that the Kodak Bank plan will secure, are displayed with it, the plan will at once attract attention. An announcement, incorporated in your local advertisements, will also help to stimulate interest.

The Kodak Banks, once started among the young people in your territory, will introduce themselves.

Get your order in for one, two, three hundred, or more of these banks before the rush, being sure to write the imprint so plainly that no mistake can occur.

Owing to the fact that the labels on the banks have to be imprinted and finally finished before shipment, there will be some delay in filling orders, and as the imprinting is done as soon as the orders are received such orders are not subject to cancellation.

THE 75 CENT PREMO FOR CHRISTMAS

How many boys and girls are there in this country who have no cameras? How many school children go by your store; how many parents come into your store; how many people are there in your town interested in children?

Consider the possibilities that these questions lead to—the sale of No. 00 Cartridge Premos for Christmas.

Here's an interesting letter that came in the other day from Mr. Fred Jackson, 214 West 42nd St., New York City.

> "Recently, when your small seventy-five cent camera was placed upon the market, I experimented with it and found the results so entirely satisfactory that the idea occurred to me to turn it to account. Accordingly, I purchased one for each of my small nieces

and nephews, and laid in, at the same time, a supply of film, paper and developing fluids The equipment cost me five dollars, but I feel confident that the results will amply repay me for the slight expenditure, for the children find their little cameras fascinating toys, and I am sure I could not find them any more practical ones. Each child is encouraged to snap shot anything amusing, picturesque or interesting that he sees during his daily outing or on the way to school. Even the youngest who is five, uses one. In this way, they are being trained unknown to themselves, to be observant and to have an eye for artistic effects. In the developing and printing of the pictures, they develop the practical side of their natures, and in the keeping of their little albums, they learn neatness. In short, these inexpensive cameras have proved themselves both interesting and instructive, training the children as well as keeping them amused. The taking of the pictures keeps them in the air, and the developing and printing keeps them amused indoors when the weather is inclement."

Mr. Jackson's letter started us on a new line of thought which we want to pass on to you.

If Mr. Jackson can figure out this thing for himself without anyone telling him about it, how many among your customers can be made to see it, if they are told about it.

Let us tell them about it. We have already started. We are using generous space in the November issues of the leading juvenile publications—just leading up to Christmas buying, you see, and in December we will use even larger space, with a back cover in colors on the "American Boy." To enable you to connect up with this national publicity, we suggest newspaper advertisements by you along the lines of the one shown on another page of this issue.

We also are sending you an attractive Cartridge Premo sign for your windows, and have prepared a special folder, a sample of which is included with this copy of the Trade Circular.

We are positive that this folder properly used will not only sell many of these cameras for Christmas but will bring a great many people into your store who can be interested in higher priced cameras for other members of the family.

To get the utmost out of these folders, we suggest, first, that everyone who comes into your store between now and Christmas, be given one: second, that you prepare a mailing list of every possible customer in your locality who has children between the ages of six and sixteen, to whom this folder be sent with a short letter addressed preferably to the mistress of the house.

This letter might read somewhat as follows:

Dear Madam:

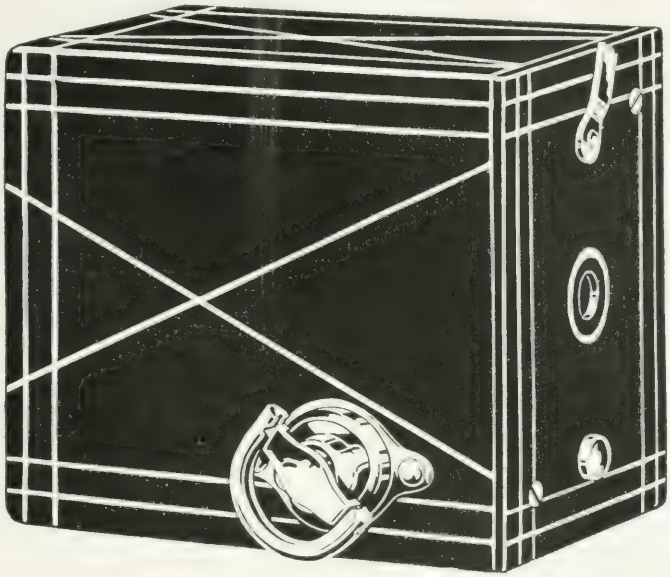
At this time of the year the children are probably uppermost in our minds. Most all of us are trying to decide on what they will like most for Christmas.

The enclosed folder suggests one thing that will help to make any boy or girl happy this Christmas. It will mean more real fun than many gifts costing twenty times as much.

This little folder covers the ground so well that we have nothing to add to it excepting that we personally vouch for the reliability of this remarkable little camera, and especially invite you to call and allow us to show it to you.

Yours truly,

These folders will be imprinted with your name and sent on order only. As we expect them to be very extensively used, to avoid delay we advise you to let us know at once how many you can use.



A gift full of fun for the children

No. 00 Cartridge Premo

They can make their own pictures—and good ones, too. They don't need any skill or experience, the cameras are so very simple to use.

Specially designed for young folks, substantially made, and with the reputation of the Eastman Kodak Co. back of them, these cameras will mean more real Christmas fun than many gifts costing twenty times as much.

The price is only seventy-five cents—that's because they are made in such large quantities in perfectly organized factories. And the film is but ten cents a roll of six exposures. The cameras are not only inexpensive in themselves, but inexpensive to maintain.

They load in daylight, make 1¼ x 1¼ inch pictures, have automatic shutters for time and snap-shot exposures, and tested meniscus lenses.

Let us show you one for your boy or girl.

JOHN DOE & COMPANY, 1234 PREMO STREET.

A happy Christmas thought—

KODAK

The gift that perpetuates the impressions of to-day.

RICHARD ROE & CO.
100 TRIPOD AVE.

We [illegible] everything for those who [illegible] Kodak.

Street Car Sign No. 640.

Kodak as you go.

RICHARD ROE & CO.
100 TRIPOD AVE.

Street Car Sign No. 641.

AT YOUR SERVICE

Make it a Kodak Christmas.

The leading magazines are carrying the Kodak Christmas message to millions of readers, with Christmas money to spend, and the window hangers, car cards, winter booklets and advertising cuts, all of which are furnished to you free, continue the good work of our magazine advertising and supply the all-important link in the sales of Kodak goods.

WINDOW HANGERS

Within a few days you will receive a package containing several beautiful window and store hangers and among them a large Christmas hanger in full colors, of the same subject we are using in our Christ-

Every outdoor sport invites your

KODAK

Kodaks, $6.00 and upwards
Brownies, $1.25 to $12.00

RICHARD ROE & CO.
1001 Tripod Ave.

Street Car Sign No. 642.

She wants a

PREMO

for Christmas

A Premo Camera will please a man or woman, a boy or girl of any age. Everything for photography at our store.

JOHN DOE & CO., 1234 Premo Street

Street Car Sign No. 643.

mas magazine advertisements. They are rich in colors and are designed to show the simplicity and the completeness of the Kodak system of amateur photography.

These hangers are irresistible and cannot fail to attract buyers into your store, so make them work for you.

STREET CAR CARDS

Street car signs imprinted with your name and address and used in the local cars or interurban lines, form a connecting link between our magazine publicity and the window and store hangers. They lead the way.

Don't let someone else get ahead

of you. Send your order for car signs to-day and we will imprint them and get them off promptly. Remember they are *sent only on request* and please write the imprint plainly.

These cards are illustrated elsewhere in the *Trade Circular*; three striking Kodak cards in full colors and one Premo card.

WINTER BOOKLETS

The Kodak and Premo Winter Booklets will be ready in a few days, but it is important that you send us your orders, with the imprint you want on them, just as soon as possible as the imprinting, packing and shipping takes time.

The Kodak booklet has a beautiful cover design in four colors and tint.

ADVERTISING CUTS

We are preparing a convenient little booklet containing several crisp advertisements appropriate for Christmas which will be sent to you soon. Send for the cuts you want; (they're free for the asking) tear out the corresponding page in the booklets and tell your newspaper to set it just like the copy.

SLIDES

It was just a year ago that we announced our motion picture theatre slide service and since that time, hundreds of dealers have taken advantage of this excellent means of placing their names and goods before the public. We put these out in sets of six, as the dealers usually wish about a six weeks run, using each slide for one week and then changing. Each slide will have an eye-compelling picture and your firm name and address neatly displayed. A trial will prove their worth.

Our advertising department is at your service.

CORRECTIONS

Please make the following corrections in your Condensed Price List.

Carrying Cases, Page 30

Change the footnote to read: "Russet Leather Cases *for Kodaks only*, will be supplied for various sizes at an additional cost of 50% over regular list prices."

It is obvious that this could not apply to the Brownie carrying cases which are furnished only in imitation leather.

Cable Releases Page, 81 and 82

Add the No. 1 Premoette Junior with f.7.7 lens, to the list of cameras taking the No. 2 Cable Release.

Also cut out the No. 1 Premoette Junior and No. O. B. B. shutter under No. 14 Cable Release.

Portrait Attachments, Sky and Color Filters, Pages 21-25

Please make the same corrections under both Portrait Attachments and Filters. Under No. 3, add to the No. 1A Autographic Kodak Jr, *all lenses.*

Also under No. 3, Premoette Senior, 2½ x 4¼ and 3¼ x 4¼, add, *both R. R. and f.7.7 lens.* Change No. 2A Folding Cartridge Premo, with either lens, to read, *with double lens.*

Under No. 6, strike out, *Premoette Srs., 2½ x 4¼ and 3¼ x 4¼, f.7.7 lens.* Under No. 7, add to No. 3A Autographic Kodak, *with f.7.7 lens.* Under No. 8, add *No. 2A Folding Cartridge Premo, with single lens.*

KODAK

An empty platter to remind you of the turkey is just about as satisfactory as vague memories of all that Thanksgiving has in store.

KODAK

puts each memory in black and white—the autographic record clinches it.

Kodaks from $6.00 up.
Brownie cameras from $1.25 up.

RICHARD ROE & COMPANY

Single Column Cut—155B.
Double Column Cut—155A.

POWDERED ALUM

On orders received for Powdered Alum, we are supplying a very fine crystal alum. This fine crystal alum shows by analysis to be a much higher grade than the powdered stock and more in line with photographic requirements.

We call this to your attention in order that our Fine Crystal Alum as supplied, may not be confused with some of the inexpensive grades of crystal alum, which are coarse; contain considerable foreign matter and by-products which we do not utilize or recommend in any way for photographic purposes.

CHEMICAL REDUCTIONS

We are glad to announce a reduction in our prices of 28% Acetic and Glacial Acetic Acids. These became effective October 17th and until further notice, the billing prices will be as follows:

ACETIC ACID 28%

½ lb. bottle	$ .16
1 " "	.27
5 " "	1.00

Discount 33⅓%

ACETIC ACID 28%

100 lb. carboy	$.08 net per lb.

ACETIC ACID 80%

100 lb. carboy	$.19 net per lb.

GLACIAL ACETIC ACID C. P.

1 oz. bottle	$ .14
1 lb. "	.75
5 " "	3.15

Discount 33⅓%

HYDROCHINON

On October 25th we made a further reduction in our selling prices of Hydrochinon, as follows:

	PRICE
1 oz. can	$ .42
¼ lb. "	1.50
½ " "	2.95
1 " "	5.80
5 " "	28.75

Discount 40%.

MORE KODELON

We now have a sufficient supply of Kodelon to enable us to furnish this chemical in one-half and one pound bottles, in addition to the ounce and quarter pound bottles, as announced in the October *Kodak Trade Circular*.

PRICE

½ lb. bottle - - - -	$ 6.15
1 " " - - - -	12.00
5 " can - - - -	59.50

Discount 33⅓%.

CHANGE IN DISCOUNTS

Owing to the increased cost in materials used in their manufacture, we are obliged to change the discounts on Eastman Soda Scales and Kodak Trimming Boards Nos. 1 and 2 as follows:

Eastman Soda Scales,
Discount, - - - 33⅓%

Kodak Trimming Boards Nos. 1 and 2 Discount 33⅓%, regardless of quantity purchased.

WHAT IS YOUR VOLTAGE?

When ordering either the Eastman Enlarging Outfit, or the electrically heated Kodak Dry Mounting Press, *be sure to specify the voltage required.*

This is especially necessary with the Enlarging Outfit, for if the exact voltage is known, the order can be filled accordingly and the life of the lamps materially conserved.

The Kodak Dry Mounting Press can not be used to advantage with any current heavier than 110 to 125 volts.

BROWNIE VELOX DISCONTINUED

Brownie Velox paper has been furnished in Single Weight Regular Velvet only, but owing to the fact that Regular Velox in the various grades is now supplied at practically the same price as Brownie Velox, we have decided to discontinue Brownie Velox paper.

BACK ORDERS.

For the past two years, as everyone knows, manufacturers have faced peculiar and unusual conditions.

No matter how large, how complete and how thorough the organization the producer has been handicapped in the manufacture of his products. This has led to that bug bear—Back Orders.

In some cases, we find the dealer has placed his orders in the regular way, through one of our branches, and if the goods were not received as promptly as might be expected, the order was duplicated to Rochester, the dealer, thus getting twice the quantity required. Quite naturally this aggravates the situation.

We do not relish back ordering and we would not have a single back order on our files if we could help it. Every back order means more work for us and for our branches. It would be very much easier to ship the goods than to enter them as back orders and keep track of such orders.

Please be patient regarding back orders. All manufacturers are doing their best to reduce them to a minimum.

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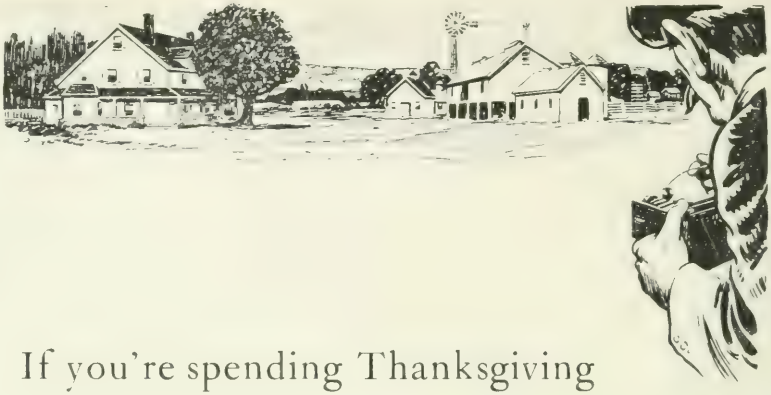


If you're spending Thanksgiving up in the country take along a

KODAK

The resulting pictures will be of the human interest kind—intensely interesting at the outset, priceless in the years to come.

Kodaks from $6.00 up.
Brownie cameras from $1.25 up.

RICHARD ROE & COMPANY

Double-Column Cut 10c. A.

FOR TRADE CIRCULATION ONLY.

Eastman Kodak Company

Trade Circular.

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVIII., No. 1 ROCHESTER December, 1916

NOW IS THE TIME.

The Kodak season starts with Christmas and that means that your store is just as much a Christmas shopping store, as is the store that claims to specialize in Christmas gifts.

The Kodak is a logical Christmas gift and serves as a practical and continual reminder of the one who gave it. So make your store the mecca for Christmas shoppers by advertising Kodaks and Kodak supplies as gift suggestions—not only with the advertising material we furnish, but through your advertisements in the local papers as well.

The Christmas season is your harvest just as much as it is that of the store across the street, and if you work it right, you can make it clean up more old stock than any other three weeks of the year.

You can fall in line with the Kodak Christmas message we are sending to your customers through the advertising pages of the National Magazines and Farm papers, by making the window hangers and car cards identify you with the sale of Kodak goods; by using the booklets at your disposal; the motion picture slide service and the advertising cuts for the newspapers.

Make it a Kodak Christmas.

SOME GIFT SUGGESTIONS

SUGGESTION NO. 1

A seventy-five cent toy loses its charm in a short time, but contrast this with the seventy-five cent gift for the boy or girl who wants something worth while, — something that will show results,—a practical camera worth having and worth keeping—that's a No. 00 Cartridge Premo.

SUGGESTION NO. 2

It's difficult to get a mechanical toy for less than $1.25 and it is usually out of order the next day.

Compare its money value and pleasure value with the sturdy little No. 0 Brownie, at the same price and you have, in the Brownie, something that is creative, educational and interesting,—something that will develop an appreciation of nature and the things that broaden that boy or girl and make them observing. This little Brownie is so nearly perfect, mechanically, that its successful operation resolves itself into a question of the time and the place, and any bright youngster can soon learn to make excellent pictures with it.

SUGGESTION NO. 3

You can go right through the Kodak line and every article suggests a Christmas gift for somebody. You don't need to wish for a Christmas Gift Store, for you have one. Just tell the people so.

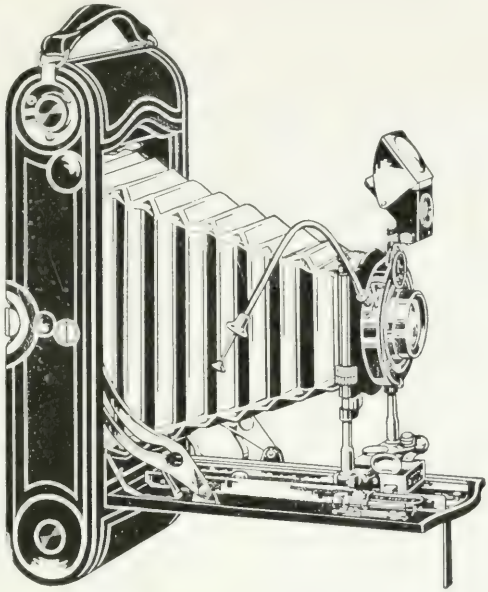
Have you enough of everything in stock for Christmas?

LOST SALES

A certain drug company in New England has instituted a plan for following up lost sales. Every time a salesperson cannot supply the demand of a customer, a record is made on a "Lost Sale" slip. This slip shows, Date, Article wanted, Reason (why not supplied) and whether another article was substituted.

Here is a thought worth putting to practical use and certainly it is watching the interests of the customer in a way that must react favorably upon the store.

THE KODAK TRADE CIRCULAR wants every dealer to have a very Merry Christmas and the biggest measure of happiness and prosperity that the New Year can give.



Head your Christmas list with a

3A Autographic Kodak

PRICE, $22.50

A picture of generous area (post card size) and yet the instrument itself is anything but bulky—the fact that it has long been a favorite of the tourist and traveler proves that.

Photographically fit, mechanically right.

RICHARD ROE & COMPANY.

Single Col. Cut—2651 Double Col. Cut—2654

ORDER QUICK

We were wrong. In the September *Kodak Trade Circular* we said, "get your order in early for all you will need (1917 Olympic Calendars and Holiday Folders) *as we do not expect to make a second run.*

But as a matter of fact, orders for the new calendars and Holiday Folders have been coming in so fast that we were obliged to order more and now we are prepared to fill your orders quickly, for as many as you will need. There's no time to be lost, so obey that impulse and we will see that your order gets special attention.

Consult the September *Kodak Trade Circular* and be sure that your order specifies, not only the number of the calendar, but whether you want the gray or brown color.

ADVANCE IN PRICE.

Owing to conditions beyond our control, we were forced to make advances in the prices of the following, December 4th 1916:

R. O. C. TUMBLER GRADUATES:

The list prices will be the same as heretofore. Discount 50%. Orders for one gross or more of a size will be filled at the following prices:

2 oz. - -	$ 5.00 net per gross
4 oz. -	6.25 " " "
8 oz. - -	8.00 " " "
16 oz. -	15.50 " " "
32 oz. - -	30.00 " " "

EASTMAN VISIBLE GRADUATES:

List prices same as heretofore. Discount, 33⅓ %. No quantity discount.

SPOTTING OR RED SABLE BRUSHES:

List price same as heretofore. Discount, 33⅓ %. No quantity discount.

KODAK TRIMMING BOARDS:

Kodak Trimming Board No. 1 list price, - - - - - - 50c.
Kodak Trimming Board No. 2 list price, - - - - - - 70c.
Discount, 33⅓ %. No quantity discount.

BRASS FORMS:

No. 00	Oval	1⅜ x 2 - - -	$ .40
No. 1	"	2 x 2¾, old ¼ Cabinet - - - - -	.45
No. 2	"	3x4 1/16, ¼ Cabinet	.50
No. 3	"	3 7/16 x 4 15 16, Cabinet - - - - -	.55
No. 4	"	2 5/16 x 3 7/16 -	.50
No. 5	"	3¾ x 5¾ - -	.80
No. 6	"	4¼ x 6 - -	.85
No. 9	Circle	2¼ inches - -	.50
No. 10	"	3 inches - -	.50
No. 11	"	3¼ inches - -	.50
A	Oval	1 7/16 x 2 7/16 -	.40
B	"	1 7/8 x 3 1/8 -	.45
C	"	2 9 16 x 5 1/16 -	.55
D	"	1 ⅜ x 2 11/16 -	.40
E	"	2¼ x 4 - -	.55
F	"	2½ x 5 1/16 -	.55
G	"	2⅞ x 5⅝ - -	.65
H	"	1 13 16 x 3 9 16 -	.45
J	"	2¾ x 5 3/16 - -	.55
K	"	3 1 16 x 6⅜ - -	.65
L	"	1 7/8 x 2 11/16 -	.40
M	"	2½ x 3½ - -	.45
N	"	1¾ x 1¾ - -	.40
O	"	4¾ x 6½ - -	1.50
P	"	5 x 7 - - -	1.60
Q	"	6 x 8 - - -	1.75
R	"	7 x 9 - - -	2.00
S	"	8 x 10 - - -	2.25

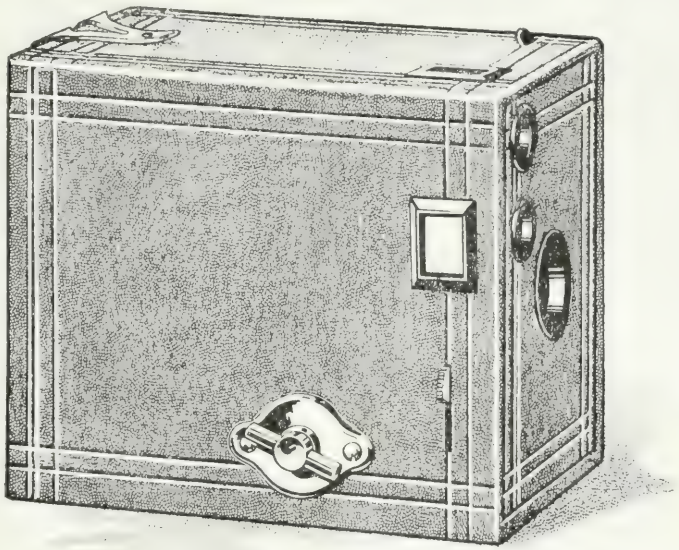
Discount, 40%.

TO BE HELD UNTIL CHRISTMAS

Kodakery subscriptions received by us between December 15th and Christmas, will be held until after Christmas, before mailing the first number of the magazine.

The reason is perfectly obvious. You will sell a lot of cameras intended for Christmas presents, and if Kodakery is mailed before that time, the proverbial cat will be released from the bag.

For the Children's Christmas



No. 0 BROWNIE

Price, $1.25

The successful operation of this Brownie is simplicity plus—even from the view point of the youngster.

And photography, the Kodak or Brownie way, is one sport that you and the children can enjoy together.

Other Brownie cameras up to $12.00.
Kodaks from $6.00 up.

RICHARD ROE & COMPANY.

Single Column Cut—2/6 D. Double Column Cut—2/6 C.

HYDROCHINON.

We are glad to announce a further reduction in our selling prices of Hydrochinon, effective November 6th. The new prices are as follows:

	PRICE.
1 ounce can,	$ .29
¼ pound can,	.90
½ pound can,	1.75
1 pound can,	3.40
5 pound can,	16.75

Discount, 40%.

POTASSIUM PERMANGANATE.

We are obliged to make an advance in our selling prices of Potassium Permanganate and until further notice, these prices will be as follows:

1 ounce bottle,	$ .32
¼ pound bottle,	1.10
½ pound bottle,	2.10

Discount, 33⅓%.

REDUCTION IN PRICES OF TOZOL.

We are sure that those who appreciate the value of Tozol, will be glad to learn that we are now in a position to supply this excellent developing agent at a reduction from the former prices.

Tozol is a simplified developing agent for photographic papers, giving strength and brilliancy with richness and depth of tone. It has an advantage over most developers, in that it may be prepared as a stock solution for amateur finishing, by simply adding the Sodas, Bromide and wood alcohol, and used as required.

From November 16th, and until futher notice our selling prices will be as follows:

Tozol:	PRICE
1 oz. bottle	$ .85
¼ lb. "	3.15
½ lb. "	6.15
1 lb. "	12.00
5 lb. can	59.50

Discount, 33⅓%.

IMPORTANT

If you are doing amateur finishing by the deep tank method and your supply of Elon, (or chemically identical products) has run out, you can substitute Tozol by using an amount equivalent to the combined amount of Elon and Hydrochinon specified in our standard deep tank formulæ. In other words, Tozol replaces both Elon and Hydrochinon, as formerly specified, and the balance of formula remains as heretofore.

This change does not affect the time of development nor keeping qualities of the solution.

NEPERA SOLUTION.

We are again in a position to supply Nepera Solution in five gallon jugs, this size having been temporarily discontinued on February 25th last.

	PRICE.
Nepera Solution, 5 gallon jug,	$12.60

Discount, 33⅓%.

ADD TO YOUR CODE

Please add the following to your Telegraph Code:

Page 22—Below—No. 2 Cartridge Premo.

Page 23—Belting—No. 2A Cartridge Premo.

BULLS-EYE TRAYS.

Owing to conditions beyond our control we were obliged to advance the selling prices of Bulls-Eye Trays, November 7th, and until further notice these trays will list as follows:

*3¼ x 4¼,	$ .20
3 x 8½,	.45
*4 x 5,	.25
*4 x 6,	.25
4½ x 14,	.90
5 x 8,	.45
6½ x 8½,	.75
8 x 10,	1.00
Discount,	40%
From Pacific Coast Branch,	33⅓%

*Discount on these sizes, in lots of 100 or more assorted, from the Pacific Coast Branch, 50%.

In lots of 100 of a size, Bulls-Eye Trays, from Rochester only, the following net prices will apply:

3¼ x 4¼,	$ 9.00
4 x 5,	10.00
4 x 6,	10.00
5 x 8,	21.00
6½ x 8½,	35.00
8 x 10,	49.00

THAT INVENTORY AGAIN

Before we know it, the rush and hustle of the holiday season will be over and all of us will be looking the business prospects of 1917 squarely in the face. So the next, most important thing is the stock inventory, to determine the physical make-up of your business. It is the starting point for a renewed effort.

In taking stock, spend the time necessary to satisfy yourself that every camera you have is in perfect condition; that the shutter is working perfectly and everything is just as you would like to have it if you, instead of your customer, were buying the camera. This is the time to locate all these defects, (if there be any) and send the cameras in need of repairs, to us for adjustment. Our repair department is so organized that we are able to handle this work efficiently and with despatch.

It is to our mutual advantage to keep the amateur thoroughly pleased with the results of his work, and if a customer's films show the effect of light leakage, suggest that repairs be made in order to improve the quality of his work. It is these little trifles that bring the customer closer to us; that help in the year's balance sheet, and none of us can afford to dodge the opportunities when they come our way.

ADVANCE IN COST OF TRIPODS.

Effective Nov. 10th, the discount will be changed on R. O. Division, Sliding Tripod and Combination Tripod. Until further notice the discount on these tripods will be 33⅓% from list, with no quantity discount.

A FREE COURSE

We cannot be satisfied with good enough these days, it must be the best. And while your Kodak Finishing Department may be doing perfectly satisfactory work, — in fact, excellent work, — our Educational Department, with its free service to Kodak dealers, may be able to give your men some "pointers" on the latest methods in development and efficiency methods, in the finishing department. It's worth investigating.

Your applications for enrollment will be given prompt attention. Address: Educational Department, Eastman Kodak Co., Rochester, N. Y.

There's a *Merrier*
Christmas with a

KODAK

Kodaks from $6.00 up.
Brownie cameras as low as $1.25.

RICHARD ROE & COMPANY

Single Column Cut—130 B. Double Column Cut—130 A